DIGITAL AD & MESSAGING SPECS

KERA

Messaging Standards

Digital Sponsor Messaging *May* Include

- Non-promotional, value-neutral descriptions of the organization, and its products or services

- Names of operating division and subsidiaries

- Organization mission language that identifies and does not promote or state an opinion

- Established slogans

- Length of time in business

- Non-promotional location information, e.g., phone number, website address

- Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive, and not imply deadlines or discounts

Digital Sponsor Messaging *May Not* Include

- Overly promotional language

- Coupons (subtle references to price, interest rates, discounts, specific financing information are permissible)

- Claims of comparison or language that is overly promotional or self-congratulatory in nature. Avoid superlatives, e.g., best, fastest, biggest, legendary, famous or renowned

- Calls to action, e.g. "give us a call, visit us at, see our…" However, online messages may contain text such as "click here to learn more"

- Price and value information

- Health claims

- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards

- Expression of a viewpoint on a controversial issue

- Support of or opposition to a political candidate or ballot initiative

Sponsorship messages that promote public media generally or align with the KERA mission are encouraged.

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Digital Standards

Lead Time & Trafficking

- Ads must meet noted specifications

- Assets must be provided to your Account Executive no later than three days prior to launch for standard ads and 10 days prior to launch for expanding ads, in-banner video ads, sidekick ads and mobile app ads

- Limit of three creatives per campaign

- No more than one creative update per month. Expanding ads, in-banner video ads and sidekick ads are limited to one set of creative

- Creatives must be bounded in the allotted space and include a visible border

- The font should be standardized throughout the ad. Alternating fonts will be subject to station review

Miscellaneous Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported except on audio ads and mobile app

- Third-party ads must comply with ad specifications throughout the duration of the campaign

- For streaming audio ads, third-party ads not accepted but third-party impression tracking is supported

- Please alert station to any frequency cap requirements

- Include a "target=_blank" attribute in all linkable tags

General Requirements

- Creatives must be approved by station prior to being displayed on the site

- All audio scripts will be voiced by station staff

- No third-party survey recruitment is permitted without prior approval

- Ad-blocking via verification services is prohibited

- The station reserves the right to reject any creative that uses visual elements that are overly distracting or uses verbiage not in keeping with public media tone. These may perform poorly with our audience

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Website Banner 300x250 and 970x50 (Non-Expanding)

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Click-through URL limit: 450 characters
- Animation limited to five seconds with three loops for a total of 15 seconds
- No audio or video
- Alternate text: 30 characters

Mobile Website Banner 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Animation limited to 10 seconds, maximum of three frames at two seconds each with two loops
- Alternate text: 24 characters

Website Expanding Banner 970x50

- Specs same as Website Banner 300x250 except where noted
- Expandable to 970x300
- Maximum initial file load size: 200 KB
- Subsequent maximum polite / host-initiated file load size: 1 MB
- Subsequent maximum user-initiated file load size: 2.2 MB
- Unexpanded 970x50 must contain clearly labeled call-to-action that, when clicked, expands the ad. For example: "Click Here to Expand"
- Expanded 970x300 must contain clearly visible "X" in top right corner. Ad should un-expand when clicked
- Z-index Range: 0-4,999
- Maximum percentage of CPU usage: 40%

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Website In-Banner Video 970x50 Expanding Banner and 300x250

- Specs same as Website Expanding Banner 970x50 except where noted

- Video for ad should be shared on YouTube.com with ads deactivated

- Video duration: 15 seconds maximum for auto-playing video; unlimited for user-initiated video

- User-initiated video is recommended as opposed to auto-playing video

- On user-initiated video, audio will play when the user starts the video. Audio on auto-playing ads is not offered, unless the advertising client wishes to build and serve the ad unit themselves. In such instances, auto-playing ads must start with audio muted and audio can be activated when the user unmutes the ad

- Video controls (play and pause) will be included on video player

- Video aspect radio: 16:9 (will display as 288x162) or 4:3 (will display as 264x198)

- Maximum initial file load size: 200 KB

- Subsequent maximum polite / host-initiated file load size: 100 KB

- Subsequent maximum user-initiated file load size: 1.1 MB for auto-playing video; unlimited for user-initiated video

- Static 300x250 backup image must be provided for In-Banner Video 300x250

- Third-party tags not accepted

- Video content must be pre-approved by station

Website Sidekick 300x250 Expanding

- Specs same as Website Banner 970x50 Expanding except where noted

- Expanded size: 850x500

- Expansion will "push" page content leftward

- Provide a 300x250 image and an 850x500 image to have station implement ad expansion functionality

- Unexpanded 300x250 must contain clearly labeled call-to-action that, when clicked, expands the ad. For example: "Click Here to Expand." To ensure usability, calls-to-action should be 15-20% of unexpanded ad size

- Expanded 850x500 must contain clearly visible "X" in top right corner. Ad should un-expand when clicked

- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)

Website Sidekick 300x250 Expanding with Video

- Expanding portion specs same as standard Sidekick

- Video portion specs same as Website In-Banner Video 970x50 Expanding

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Streaming, On-Demand, Podcast
15-Second Audio Ads

- Provide text for 15-second message (30-40 words)

- Third-party 1x1 impression tracking accepted

Mobile App 15-Second Audio Pre-Roll and Banners

- Third-party tags not accepted

- Mobile App Audio Pre-Roll specs same as On-Demand and Podcast

- App Banner specs same as Website Banner 300x250 except where noted

  - Recommended sizes: 320x50 (maximum file download size 50 KB), 320x480, 640x960, 768x50, 1536x2048

  - Optional sizes: 640x100, 640x1136, 1024x50, 1536x100, 2048x100, 2048x1536

- No animation

- Ad sizes not provided by client will not be served

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