

AD SPECS

DISPLAY AND DIGITAL AUDIO

300x250 DESKTOP AND MOBILE, 970x50 NON-EXPANDING DESKTOP

- Click-through URL
- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Animation limited to 15 seconds
- Maximum animation loops: 3 times
- 970x66 and 970x90 are also acceptable

300x600 DESKTOP

- Specs same as desktop 300x250 except where noted
- Maximum file download size: 500 KB

970x50 EXPANDING DESKTOP

- Specs same as 970x50 non-expanding except where noted
- Maximum file download size: 500 KB
- Expanded size: 970x300
- Unexpanded 970x50 must contain clearly labeled call-to-action that, when clicked, expands the ad
- Expanded 970x300 must contain clearly visible "X" in top right corner, minimum size 50x50

320x50 MOBILE

- Specs same as desktop 300x250 except where noted
- Maximum file download size: 50 KB
- Animation limited to 10 seconds
- Maximum animation loops: 2 times

300x250 NEWSLETTER

- Specs same as desktop 300x250 except where noted
- 600x500 image required to ensure crisp resolution
- Image will display as 300x250
- Please keep text concise and short
- Third-party tags not supported

970x50 EXPANDING IN-DISPLAY VIDEO

- Specs same as 970x50 expanding except where noted
- Videos are left justified
- Video aspect ratio: 16:9 (displays as 384x216) or 4:3 (displays as 384x288)
- ~580x300 available for image / copy beside video
- Maximum video duration of 30 seconds
- Video content must be pre-approved and conform to content guidelines
- Video plays can be automatic, audio must be user-initiated with controls (play, pause, mute) included on player
- Video must be hosted on YouTube
- Third-party 1x1 impression tracking is not supported

300x250 IN-DISPLAY VIDEO

- Videos are top justified and centered
- Video aspect ratio: 16:9 (will display as 288x162) with ~300x88 pixels below for ad clicks / additional messaging or 4:3 (will display as 264x198) with ~300x52 pixels below for ad clicks / additional messaging
- Video content must be pre-approved and conform to content guidelines
- Video plays can be automatic, audio must be user-initiated with controls (play, pause, mute) included on player
- Video must be hosted on YouTube
- Third-party 1x1 impression tracking is not supported

STREAMING / PODCAST / ON-DEMAND 15- OR 30-SECOND AUDIO ADS

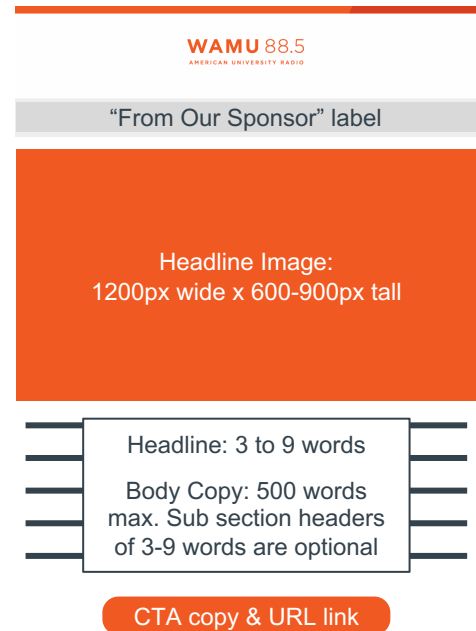
- Pre-roll or post-roll: provide text for 15-second message (30-40 words)
- Mid-roll or post-roll: provide text for 30-second message (60-80 words)
- Third-party 1x1 impression tracking supported for streaming

SPECS AND GUIDELINES SPONSORED CONTENT

DEDICATED EMAIL

Materials due no later than the Thursday of the week before launch

- Subject line will be prefixed by “Sponsored”
- Preview text — 150 characters max including spaces
- Headline image — 1200px wide by 600-900px tall
 - Image should not include a paragraph of text
 - Image may include an overlaid company logo
 - Image must not be just a logo
- Headline — three to nine words
- Body copy and links — one to two paragraphs, 500 words max
- May include sub section headers of three to nine words
- Call-to-Action (CTA) button copy
 - Concise, motivating text such as “Learn more” or “Sign up”
 - CTA button click-through URL



WAMU.ORG SPONSORED CONTENT POST

Materials due no later than the Thursday of the week before launch

- Subject line will be prefixed by “Sponsored”
 - 85 additional characters max including spaces
- Headline image — **1680px wide by 945px tall**
 - Image should not include text
 - Image should not include a logo
 - Must provide photo credit (producer and provider)
- Body copy and links (if applicable) 500 words max

The following standards apply to content on WAMU’s website that is produced by or commissioned by corporate sponsors and created in collaboration with WAMU’s corporate sponsorship team (“Sponsored Content”).

Only those corporate sponsors with on-air campaigns are eligible to participate in the Sponsored Content program. Find out how to become a WAMU corporate sponsor by visiting sponsorwamu.org.

Sponsored Content must be clearly distinguishable from WAMU content. This content will be labeled as “Paid for & Posted by our Sponsors” or “Sponsored,” followed by the corporate sponsor’s name.

WAMU will ensure the treatment and design of Sponsored Content is clearly differentiated from its news content.

Corporate sponsors are responsible for ensuring that Sponsored Content is adequately substantiated and complies with all applicable laws, regulations, and guidelines.

WAMU will not allow any relationship with a corporate sponsor to compromise WAMU’s journalistic integrity.

Sponsored Content does not reflect the views and choices of WAMU or its editors or reporters.

WAMU may at any time reject or remove any Sponsored Content that contains false, deceptive, potentially misleading, or illegal content or is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to WAMU’s brand.

DIGITAL GUIDELINES

GENERAL REQUIREMENTS

- All audio scripts are voiced by WAMU talent
- Creative must be approved by WAMU prior to being displayed on the site
- No third-party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- Creative must be bounded in the allotted space and include a visible border (minimum one pixel)
- The font should be standardized throughout the ad — alternating fonts will be subject to WAMU review
- WAMU 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

LEAD TIME AND 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 and in-display video ads
- Limit of 5 creatives per campaign, 1 creative per campaign for expanding and video ads

MISC. TAGGING GUIDELINES

- DFP-certified third-party tags and basic HTML tags are supported for standard display ads only
- All 3rd party tags must be delivered via https from a server with a valid SSL certificate
- Third-party ads must comply with ad specifications throughout the duration of the campaign and may not be changed without WAMU approval
- For streaming audio ads, third-party ads not accepted but third-party impression tracking is supported
- Include a “target=_blank” attribute in all linkable tags

All sponsorship creative subject to approval. WAMU reserves the right to reject creative based on content or images. Creative should align with the noncommercial tone of public media.

DIGITAL MESSAGING GUIDELINES

DIGITAL (DISPLAY AND PODCAST) SPONSORSHIP MESSAGING MAY INCLUDE

- Language that describes a quality or feature of a product or service in qualitative terms, provided it is not overly promotional
- References to free trials or products that are free
- Availability of a discount or special offer
- Calls-to-action directing the user to the sponsor's website for more information, to redeem a discount, or to purchase an item
- Tracking language such as "promo code WAMU," "offer code WAMU" and "coupon code WAMU"
- Operating division or parent company
- Business street location, phone number and / or website
- Value-neutral product or service descriptions
- Event dates and locations
- An established non-promotional corporate slogan
- Mission language that identifies and does not promote or state an opinion
- Length of time in business

DIGITAL (DISPLAY AND PODCAST) SPONSORSHIP MESSAGING MAY NOT INCLUDE

- Language that is considered promotional
- Comparative descriptions or language (e.g., the best, bigger, faster)
- Favorable comparisons of a sponsor to competitors or industry standards (e.g., mentions of awards of recognition or merit) — however, exceptions may be granted for factual major motion picture or music industry nominations or awards
- Specific product or service pricing
- First or second person pronouns (e.g., I, me, you)
- The words "you," "your" and "we," as use of these words implies a relationship between the sponsor and the listener / web visitor
- Health claims
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

Sponsorship messages that seek to promote public media generally or align with the WAMU mission are encouraged

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