DIGITAL AD & MESSAGING SPECS

Houston Public Media
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Messaging Standards

Digital Sponsor Messaging *May* Include

- Business name, operating division or parent company

- Business street location, phone number and/or website

- Value-neutral product or service descriptions

- Event dates and locations

- Up to 3 trade names, product or service listings which help identify the business

- An established non-promotional corporate slogan

- Description of target market

- Length of time in business

- 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

All sponsorship material and copy subject to approval. Houston Public Media reserves the right to reject creative based on content or image. Creative should align with the noncommercial tone of public media.

Digital Sponsor Messaging *May Not* Include

- Calls-to-action which direct the audience to call, to visit, to try, to compare

- Qualitative statements which involve subjective evaluation of quality (e.g. fine, great, rich, superb)

- 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)

- Pricing information (including "free") and inducements to buy, sell, rent or lease

- Inducement-to-buy statements which direct the audience to purchase the product (e.g. free trial period, two for one)

- First or second person pronouns (e.g. I, me, you)

- The words "you," "your" and "we." The use of these words implies a relationship between the sponsor and the listener/web visitor

- Language that is considered promotional

- Coupons

- 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 Houston Public Media mission are encouraged.

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Digital Standards

Lead Time & Trafficking

- Ads must meet noted specifications included in this document

- 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 and sidekick 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

Miscellaneous Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on newsletters, in-banner video ads and mobile app)

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

- For 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 pre-roll 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

- Creatives 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 station review

- 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, Media Player 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 each for a total of 15 seconds
- No audio
- Any video styled content must be pre-approved
- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)
- Alternate text: 30 characters

Smartphone Website Banner 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Alternate text: 24 characters

Website Banner 970x50 Expanding

- Specs same as Website Banner 300x250 except where noted
- Expanded size: 970x300
- Expansion must push down page content
- Provide a 970x50 image and a 970x300 image to have station implement ad expansion functionality
- 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". To ensure usability, calls-to-action should be 15-20% of unexpanded ad size
- 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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4

Website In-Banner Video 970x50 Expanding 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: 30 seconds maximum for auto-playing video; unlimited for user-initiated video
- Audio must be user-initiated with clear controls to mute and un-mute
- 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 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 Website Sidekick 300x250 Expanding
- Video portion specs same as Website In-Banner Video 970x50 Expanding

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Ad Specs
Size and Requirements | Page 3 of 3

Streaming and Podcast 15-Second Audio Pre-Roll

- Provide text for 15-second message (35 words)
- 1x1 impression tracking pixels accepted on streaming only

Mobile App 15-Second Audio Pre-Roll and 320x50 Banner

- Third-party tags accepted
- Mobile App Audio Pre-Roll specs same as Streaming and Podcast
- Animation is permitted; all GIF files must be under 1MB

Newsletter Banner 300x250

- Specs same as Website Banner 300x250 except where noted
- Third-party tags accepted
- Audio, video, and rich media not accepted
- No animation

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