

KCRW
DIGITAL SPECS

DIGITAL AUDIO & DISPLAY SPECS

PLACEMENT	ASSET	FILE SIZE	LOOPING/ ANIMATION	REQUIREMENTS	MAX # OF CREATIVES
AUDIO PRE-ROLL & POST-ROLL Streams / Podcast / On-Demand	15-sec copy	N/A	N/A	Produced by KCRW from:15 approved script text: 30-40 words audio placements are first party served, but can append a 1x1 impression tracking pixel	2 per package
AUDIO PRE-ROLL & POST-ROLL SYNCHED BANNERS Streams / Podcast / On-Demand	728x90 300x50	Desktop: 40K Mobile: 7k	No looping or animation	GIF, JPEG, PNG Click through URL limit: 450 characters; must provide 3rd party tags with images hosted on agency/client end in order to make creative swaps/ rotate creatives	**Multiple if serving 3rd party tags - see Requirements**
AUDIO MID-ROLL Podcast / On-Demand	30-sec copy	N/A	N/A	Produced by KCRW from :30 approved script text: 60-70 words audio placements are first party served, but can append a 1x1 impression tracking pixel	2 per package
DISPLAY Run of Site or Zones (Entertainment, Culture, Music, Politics)	Desktop: 300x600, 728x90 Mobile: 300x50	Desktop: 40K Mobile: 7k	Limited to 15 seconds. Max video & animation frame rate: 24 fps Max animation loops: 3 times	GIF, JPEG, PNG Click through URL limit: 450 characters; must provide 3rd party tags with images hosted on agency/client end in order to make creative swaps/ rotate creatives	**Multiple if serving 3rd party tags - see Requirements**



CUSTOM DIGITAL & NEWSLETTER SPECS

PLACEMENT	ASSET	FILE SIZE	LOOPING/ ANIMATION	REQUIREMENTS	MAX # OF CREATIVES
SPONSORED CONTENT TILE + BANNER TAKEOVER Homepage / Music Hub Page	Sponsored Content Tile: 8-word limit for headline Banners: 970x250 (HP only), 300x600, 728x90, 300x50, 300x250 (HP only)	Desktop banners: 40K Mobile banners: 7K	N/A	The 1460x817 lead image for landing page will be used as the homepage and/or music hub tile image	1 per package
SPONSORED CONTENT PAGE	1460x817 lead image (no text) Up to 3 text paragraphs Max 150 words each paragraph Up to 3 images or videos Banners: 300x600, 728x90, 300x50	Desktop banners: 40K Mobile banners: 7K No max file size for in-body images	N/A	For in-body images the minimum width is 1460 pixels; no minimum height. For video, YouTube hosted video preferred; HiDef h.264 encoded MP4 file is also accepted. URL for "Sponsor Name" in header	1 per package
NEWSLETTER TAKEOVERS	Banners: 600x100, 600x74	40K	Limited to 15 seconds. Max animation frame rate: 24 fps Max animation loops: 3 times	GIF, JPEG, PNG Click through URL limit: 450 characters; No audio or video	1 per ad unit per newsletter
DEDICATED EMAIL	600x338 lead image + CTURL Subject line copy (8 word limit) Body copy (100 word minimum) CTA button + copy (2 word limit), CTURL & optional Hex code Logo + CTURL	No max file size for image	N/A	For image the minimum width is 600 pixels; no minimum height.	1 image per email
SPONSORED POST	600x338 lead image + CTURL Subject line copy Body copy (125 word minimum) CTA button copy (2 word minimum)	No max file size for image	N/A	For image the minimum width is 600 pixels; no minimum height.	1 image per post