DIGITAL STANDARDS

LEAD TIME AND TRAFFICKING

- Ads due to your account executive no later then 3 business days prior to launch
- Assets for expanding ads due at least 10 business days prior to launch
- Assets that do not meet specifications may cause delays in launch and interfere with full delivery
- Limit of three creatives per campaign, and no more than one creative update per month
- Creative must be bound in the allotted space and should include a visible border

TAGGING GUIDELINES

- DFP certified third party tags and basic html tags are supported on most ad products (see specifications)
- Third party ads must comply with ad specifications throughout the duration of the campaign
- Creative must be approved by station prior to campaign launch
- Please alert station to any frequency cap requirements
- Include a "target – =_blank" attribute in all linkable tags

GENERAL REQUIREMENTS

- All audio scripts will be voiced by KCRW talent
- No third party survey recruitment is permitted without prior approval
- Ad blocking via verification services is prohibited
- KCRW reserves the right to reject any creative using visual elements the station considers overly distracting, as these perform poorly with our audience

SPONSORED CONTENT STANDARDS

The following standards apply to content on KCRW's website that is produced by or commissioned by corporate sponsors and created in collaboration with KCRW'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 KCRW corporate sponsor by visiting sponsorkcrw.org.

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

KCRW 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.

KCRW will not allow any relationship with a corporate sponsor to compromise KCRW's journalistic integrity.

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

KCRW 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 KCRW's brand.
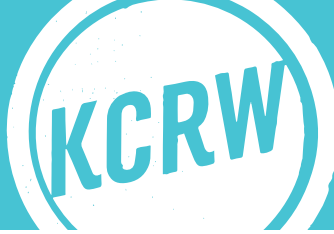
MESSAGING STANDARDS

DIGITAL SPONSORSHIP MAY INCLUDE:

- Description of a quality or feature of a product or service in terms that are value-neutral or 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 / offer / coupon code KCRW"
- Operating division or parent company
- An established non-promotional corporate slogan
- Business street location, phone number and / or website
- Length of time in business
- Event dates and locations
- Mission language that identifies and does not promote or state an opinion

DIGITAL SPONSORSHIP MAY NOT INCLUDE:

- Overly promotional language
- Comparative descriptions or language (i.e. the best, bigger, faster)
- Favorable comparisons of a sponsor to competitors or industry standards (i.e. 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 pronouns (i.e. 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 or viewpoint on a controversial issue
- Support or opposition to a political candidate or ballot initiative

All sponsorship is subject to approval by KCRW. KCRW reserves the right to reject any ad based on content or images.

KCRW

Size / Description	Looping/Animation	File Size	Requirements	3rd Party Tracking	Lead Time (business days)
Website Expanding Banner 970x50 • Expandable to 970x300	• Limited to 15 seconds • Maximum video and animation frame rate: 24 fps • Maximum animation loops: 3 times	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Expanding must overlay content (no pushdown) • 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% • Alternate text: 30 characters • No audio • Video content must be pre-approved	N	10
Website Expanding Video Banner 970x50 • Expandable to 970x300 • 580x300 available for image/copy beside video	N/A	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• Expanding video ads should adhere to expanding ad specifications above including clear labeling for opening and closing ad • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Website Non-Expanding Banner 970x50	• Limited to 15 seconds • Maximum video and animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Website Banner 970x250	• Limited to 15 seconds • Maximum video and animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Website Banner 300x600	• Limited to 15 seconds • Maximum video and animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Website Video Banner 300x600 • 300x70 header for image/copy above video • 300x320 image/ copy below video	N/A	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Maximum percentage of CPU usage: 40% • Alternate Text: 30 characters • Video content must be pre-approved • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Website Banner 728x90	• Limited to 15 seconds • Maximum video and animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3

Size / Description	Looping/Animation	File Size	Requirements	3rd Party Tracking	Lead Time (business days)
Smartphone Website Banner 300x50 • Expandable to 300x250 (optional)	• Limited to 10 seconds • Maximum animation frame rate: 24 fps • Maximum animation loops: 2 times	Non-expanding: 40k Expanding: • Maximum initial file load size: 40k • Subsequent maximum user initiated file load size: 100kb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 24 characters • No audio or video • Expanding ads must have call to action for expansion and an X in the top right corner of expanded ad	Expanding: N Non-Expanding: Y	Expanding: 10 Non-Expanding: 3
Smartphone Website Expandable Video Banner 300x50 • Expandable to 300x250	N/A	• Maximum initial file load size: 40k • Subsequent maximum user initiated file load size: 100kb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Maximum percentage of CPU usage: 40% • Alternate text: 24 characters • Video content must be pre-approved • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Video Pre-Roll 15 seconds	N/A	N/A	• Preferred: H.264 (MP4, MOV) • Alternate: (MP4, MOV)		3
Newsletter Banner 600x100, 600x74	• Limited to 15 seconds • Maximum animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • No audio or video	N	3
Streaming & On-Demand :15 audio pre-roll • Synchronized 728x90 & 300x50 **Streaming & On-Demand :15-:30 audio mid-roll** **Streaming & On-Demand :15 audio post-roll**	No animation on 728x90 or 300x50 ads	• 728x90: 40k • 300x50: 7kb	Banner Ads • GIF, JPEG, PNG • Click through URL limit: 450 characters • No audio, video or animation • Text of 15 second spot (30-40 words) • Text of 30 second spot (60-70 words) • Must begin with "Support comes from (underwriter name)..."	N	3
Streaming and On-Demand Podcast :15 pre- and post-roll **Podcast :15-:30 mid-roll**	N/A	N/A	• Text of 15 second spot (30-40 words) • Text of 30 second spot (60-70 words) • Must begin with "Support comes from (underwriter name)..."	N	3
Sponsored Content Bug and Landing Page	N/A	N/A	• For the main featured image, ideal size should be 1460x817 (no text) • For in-body images, the width should be 1460px minimum; no mininum height • For video, Youtube video preferred; a HiDef h.264 encoded MP4 file is also acceptable • Limit of 3 images/videos and 3 text blocks per landing page (150 word limit per block) • Limit of 3 landing content pages in rotation per sponsor per week	Y	10
NPR One :15 Audio Interstitial • Synchronized 600x500	No animation on 600x500 ad	40k	• Text of 15 second spot (30-40 words) • Must begin with "Support for KCRW and this message comes from..." • Audio file must be .WAV not MP3 • GIF, JPEG, PNG (banner ads) • Click through URL limit: 450 characters	Y	5