



AD + MESSAGING SPECS



DIGITAL STANDARDS

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 mobile app ads
- Limit of three creatives per campaign
- No more than one creative update per month
- 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

MISC. 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 go live
- 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

MESSAGING STANDARDS

Sponsorship is subject to approval by WMFE | WMFV, which reserves the right to reject any ad based on content or images.

DIGITAL SPONSOR MESSAGES 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 MESSAGES 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 seek to promote public media generally or align with the WMFE | WMFV mission are encouraged.



AD SPECS

SIZE & REQUIREMENTS

WEBSITE BANNER

728x90, 300x600, 300x250
and 160x600

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Click-through URL limit: 450 characters
- Animation is limited to five seconds and can be looped up to three times for a maximum of 15 seconds of total animation
- No audio or video
- Alternate text: 30 characters

NEWSLETTER BANNER

575x70 and 300x250

- Specs same as Website Banner 728x90 except where noted
- Third-party tags not accepted
- Audio, video, and rich media not accepted
- No animation

MOBILE APP

20-Second Audio
Pre-Roll and Banners

- Mobile App Audio Pre-Roll specs same as Streaming and Podcast
- App Banner specs same as Website Banner 300x250 except where noted
 - Recommended sizes: 320x480, 640x100, 640x960, 640x1136, 768x50, 1536x2048
 - Optional sizes: 320x50 (maximum file download size 50 KB), 1024x50, 1536x100, 2048x100, 2048x1536
- Ad sizes not provided by client will not be served
- No animation
- Third-party tags not accepted

STREAMING, PODCAST

20-Second Audio Ads

- Provide text for 20-second message (30-40 words)
- Third-party 1x1 impression tracking supported for streaming