AD & MESSAGING SPECS

kuer
90.1

NPR Utah

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 expanding ads and mobile app ads
- Limit of three creatives per campaign
- No more than one creative update per month. Expanding ads are limited to one set of creative
- 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 being displayed on the site
- 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

kuer90.1

Messaging Standards

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 KUER mission are encouraged.

kuer90.1

Ad Specs

Website Banner
300x250 and Website 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 for a total of 15 seconds
- No audio or video
- Alternate text: 30 characters

Smartphone Website Banner 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Animation limited to 10 seconds, maximum of three frames at two seconds each with two loops
- Alternate text: 24 characters

Website Expanding Banner 970x50

- Specs same as Website Banner 300x250 except where noted
- Expandable to 970x300
- 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"
- 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%

Newsletter Banner 1200x150, 300x250 and **Sponsor Promo** 1200x628
- Specs same as Website Banner 300x250 except where noted
- Third-party tags not accepted
- Rich media not accepted
- No animation

Ad Specs

Streaming, On-Demand, Podcast 15-second Audio Ads

- Provide text for 15-second message (30-40 words)
- Third-party 1x1 impression tracking accepted

Mobile App 15-second Audio Pre-Roll and Banners

- Third-party tags not accepted
- Mobile App Audio Pre-Roll specs same as On-Demand and Podcast
- App Banner specs same as Website Banner 300x250, except where noted
- No animation
- Ad sizes not provided by client will not be served. Provide the following sizes:

Full Screen Takeover	**Banner**	**Tile**
640w x 960h	640w x 100h	300w x 300h
320w x 480h	320w x 50h (maximum file download size 50 KB)	150w x 150h
640w x 1136h	1536w x 100h	
1536w x 2048h	768w x 50h	
768w x 1024h	2048w x 100h	
2048w x 1536h	1024w x 50h	
1024w x 768h		

kuer 90.1