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Ad & Messaging
Specs

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 corporate slogan
- Description of target market
- Length of time in business
- Calls-to-action of a non-transactional nature. Online messages may contain text such as: “Click here to learn more”
- The call-to-action should not be the primary focus of the creative, not be visually intrusive, and not imply deadlines or discounts
- Subtle references to price, interest rates, discounts, specific financing information

Digital Sponsor Messaging *May Not include:*

- Calls-to-action which direct the audience to call, to visit, to try, to compare
- Claims of comparison or language that is overly promotional or self-congratulatory in nature. Avoid superlatives (e.g. best, fastest, biggest, legendary, famous, renowned)
- Award or prize mentions; exceptions may be granted for factual major motion picture or music industry nominations or awards
- Price and value information (including “free”)
- 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
- Coupons
- Health claims
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

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

Sponsorship messages that seek to promote public media generally or align with the St. Louis Public Radio mission are encouraged.

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 (3) days prior to launch for standard banner ads, five (5) days prior to launch for audio ads, and ten (10) days prior to launch for app, expanding banner and in-banner video ads
- Limit of three creatives per campaign
- No more than one creative update per month. Expanding and in-banner video ads are limited to one set of creative

Misc. Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on newsletters, mobile banner, mobile app and in-banner video ads)
- 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)
- Font should be standardized throughout the ad. Alternating fonts will be subject to station review
- Station reserves 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

Ad Specs | Size & Requirements | Page 1 of 2

Website Banner 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

Newsletter Banner 300x250 and 640x250

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

Website Expanding Banner 970x50

- Specs same as Website Banner 300x250 except where noted
- Expanded size: 970x300
- Provide a 970x50 image and a 970x300 image to have station build creative
- 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
- Expansion must push down page content
- 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
- Z-index Range: 0-4,999
- Maximum percentage of CPU usage: 40%

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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: 15 seconds maximum for auto-playing video; unlimited for user-initiated video
- Audio on auto-playing video must be user-initiated with clear controls to mute and un-mute
- On user-initiated video, audio will play when the user starts the video
- Video controls (play and pause) will be included on video player
- Video aspect ratio: 16:9 (will display as 288x162) or 4:3 (will display as 264x198)
- Static 970x300 image file must be provided for Expanding 970x50. The video will cover left portion of image
- Static 300x250 backup image must be provided for In-Banner Video 300x250
- 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
- Third-party tags not accepted
- Video content must be pre-approved by station

Streaming and Podcast 15-Second Audio Ads

- Provide text for 15-second message (30-40 words)
- 1x1 impression tracking pixels accepted on streaming only

Mobile App 15-Second Audio Pre-roll and Banners

- Third-party tags or pixel trackers not accepted
- Mobile App Audio Pre-roll specs same as Streaming
- App Banner specs same as Website Banner 300x250 except where noted
 - Recommended sizes: 640x100, 640x960, 1536x100, 1536x2048 (maximum file download size 50 KB)
 - Optional sizes: 2048x100, 2048x1536
- No animation
- Ad sizes not provided by client will not be served