

	THIRD PARTY OR PUBLISHER SERVED?	LOOPING, MAX ANIMATION LENGTH	EXPANSION	AUDIO
970x90 → 970x415 EXPANDABLE LEADERBOARD FLEX UNIT MUST PROVIDE 728x90 and 300x50 tablet and mobile units as back up images (<i>WNYC only</i>)	Publisher Served (Expandable), Tablet, mobile, and non-expandable banners third party capable	N/A (Expandable) Mobile and Tablet units must be static or 3 rd party tags are required for animation	970x90 expanding to 970x415 “Open” and “Close” buttons are required and must be clearly marked in the upper right corner of both unit sizes The clickable area’s total size is 155x60. Buttons should start no farther than 845 pixels from the image’s left edge and should extend no farther down than 60 pixels from the top of the image	Must be User initiated
300X250 or 300x600	Third Party Capable	3 loops max, 15 seconds	N/A	Must be User initiated
300x250 or 300x600 (IN-BANNER VIDEO UNITS) File-loaded or streaming	Third Party Capable	30 seconds	2.2 MB video file if banner is clicked	Must be User initiated
PODCASTS & STREAMS (PRE, MID, & POST-ROLLS)	Publisher Served	:15 pre-roll, :30 mid-roll, :15 or :30 post-roll	N/A	Automatic
300x50 MOBILE LEADERBOARD	Third Party Capable	3 loops max, 15 seconds	N/A	N/A
EMAIL NEWSLETTER	Publisher Served	Static Only	N/A	N/A

GENERAL SPECS

- All display ads must have a 1 pixel black border around the ad if the background is white
- All .jpg and .gif must be 60KB or less
- WNYC can cover rich media serving fees
- 3rd party impression tracking can be applied to all digital units
- Creative materials are due 5 days before the campaign launches
- Z-Index range for all display is 0-4,999
- Newsletters require non-javascript creative
- NYPR uses DFP Premium for display serving and Adswizz for audio serving
- All text must be readable on 1024x768 resolution displays
- All video should be mp4 file and encoded with the H.264/AAC-LC codecs
- Video bit per pixel rate should be 0.15
- All Third-Party tags must be contained in an iFrame

FLASH STANDARDS

- A clickTAG must be encoded as a button rather than a hard-coded click-through command using the code below:


```
On(release) {
  getURL(clickTAG,"_blank");
}
```
- For more information visit: https://support.google.com/dfp_sb/answer/79268?hl=en
- We accept up to Flash version 10
- Backup .gif or .jpg that is 60kb or less is required

FLITE RICH MEDIA UNITS

- To be developed by NYPR using assets from client
- Client must provide assets 2 weeks before campaign start
- Video must be click-to-play, with 5 min max length
- Youtube.com is preferred video hosting site
- Client video may not run pre-roll ads from Youtube.com
- Initial view of ad must follow standard copy guidelines
- Video must stay within the resolution of the ad size

STREAMS:

- WNYC FM/AM pre-roll and mobile pre-roll
- WQXR pre-roll and mobile pre-roll
- Operavore pre-roll
- Q2 pre-roll
- The Jonathan Channel

LOCAL PODCASTS:

- WNYC Brian Lehrer pre-roll & post-roll
- WNYC Leonard Lopate pre-roll, post-roll
- WQXR Around Broadway pre-roll
- More local podcasts available/ launching, contact your AE

NATIONAL PODCASTS:

- Radiolab pre-roll, mid-roll, post-roll
- Freakonomics pre-roll, mid-roll, post-roll
- On The Media pre-roll, mid-roll, post-roll
- Studio 360 pre-roll, mid-roll, post-roll
- The Takeaway pre-roll, mid-roll, post-roll
- More national podcasts available/ launching, contact your AE

LEADERBOARD (728x90)

- WNYC flex tablet required unit
- WNYC Newsletter
- WQXR Newsletter

STANDARD UNIT/SKYSCRAPER (300X600)

- WNYC.org Above the fold
- Schoolbook.org
- WQXR.org
- Radiolab.org
- Onthemedata.org
- TheGreeneSpace.org

STANDARD UNIT/RECTANGLE (300X250)

- WNYC.org ATF
- WNYC.org BTW

- Schoolbook.org
- WQXR.org
- Radiolab.org
- Onthemedata.org
- TheGreeneSpace.org
- WNYC Newsletter
- WQXR Newsletter

STANDARD UNIT 300X50

- WNYC flex mobile required unit

NEWSLETTERS

- Morning Brief
 - 728x90 (ATF & BTF)
 - 300x600
- WQXR & WNYC Weeklies
 - 728x90 ATF
 - 300x250 BTW

APPS/MOBILE DISPLAY:

- WNYC 300x50 and 300x250 standard units
- WQXR 300x50 and 300x250 standard units