



**KERA**

# 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 expanding and mobile app ads
- Limit of three creatives per campaign
- No more than one creative update per month. Expanding ad creatives are limited to one update per 60 days
- 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

# MESSAGING STANDARDS

All sponsorship is subject to approval by KERA, 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 KERA mission are encouraged.*



# AD SPECS

## SIZE & REQUIREMENTS

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### 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 15 seconds, maximum of three frames at two seconds each with three loops
- No audio or video
- Alternate text: 30 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%

### 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

### Streaming, On-Demand, Podcast 15-Second Audio Ads

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



# AD SPECS

## SIZE & REQUIREMENTS

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### 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 320x50
  - Specs same as Smartphone Website Banner 320x50 except where noted
  - 320x50 size is recommended
- App Banners – Other
  - Specs same as Website Banner 300x250 except where noted
  - Recommended sizes: 320x480, 640x960, 768x50, 1536x2048
  - Optional sizes: 640x100, 640x1136, 1024x50, 1536x100, 2048x100, 2048x1536
- No animation
- Ad sizes not provided by client will not be served

### Newsletter Banner Ad 300x250

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