

## TECHNICAL SPECIFICATIONS

### LEAD TIME & TRAFFICKING

- Ads must be provided to your account executive as follows:

AD FORMAT	LEAD TIME
Non-expanding	3 business days
Expanding	10 business days
Mobile App	10 business days
Audio	5 business days

- Assets that do not meet specifications will cause delays in launch and interfere with full delivery
- Limit of three creatives per campaign, and no more than one creative update per month; Expanding ads limited to one set of creative

### DESIGN GUIDELINES

- Graphics using a white or near-white background color must have a one-pixel minimum border bounded within the allotted space to differentiate them from the site background
- 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 mobile ads)
- Third party ads must comply with ad specifications throughout the duration of the campaign
- Creatives must be approved by station prior to being displayed on the site
- If using third party tags, please alert station to any frequency cap requirements
- Include a “target = \_blank” attribute in all linkable tags

### GENERAL REQUIREMENTS

- All audio scripts will be voiced by the station
- No third party survey recruitment is permitted without prior approval
- Ad blocking via verification services is prohibited
- Station reserves the right to reject any creative that uses visual elements that are overly distracting, as these perform poorly with our audience

### FILE REQUIREMENTS

- Accepted file formats: GIF, JPEG, PNG
- Maximum file download size: 40k
- Click thru URL limit: 450 characters
- Animation limited to 15 seconds, maximum of three frames at two seconds each
- Alternate text: 30 characters

### RICH MEDIA ADS

- Unexpanded ads should have a clearly labeled call to action that, when clicked, expands the ad, e.g., text or an image that says, “Click to expand”
- A clearly visible “X” or “Close” must be located in the top right corner of expanded ads and unexpand when clicked
- If providing third party tags
  - Expansion must push down content
  - Creative must be reviewed by station prior to being updated
  - Max initial file load size: 60KB
  - Subsequent max polite file load size: 110KB
  - Subsequent max user-initiated file load size: 2.2MB
  - Z-index range: 0-4,999
  - Max % of CPU usage: 40%

## DIGITAL MESSAGING OFFERINGS

### BANNER ADS SHARE OF VOICE

970x50 Expanding (970x300 expanded)   Run of Site	25%
300x250   Run of Site	10%

### BANNER ADS ON SPECIALIZED CONTENT SHARE OF VOICE

970x50 Expanding (970x300 expanded) and Three 300x250s <i>Health, Science, Environment</i>	100%
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### MOBILE SHARE OF VOICE

320x50 Smartphone Website   Run of Site	25%
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Mobile App, Smartphone and Tablet, Full Screen and Banner Ads

#### Includes

- Audio pre-roll synchronized with full screen ad
- Smartphone and tablet banner ads

#### Ad sizes needed

- Smartphone: 640x100, 640x960, 640x1136
- Tablet: 1536x100, 2048x100, 1536x2048, 2048x1536

### WEBSITE MEDIA PLAYERS | AUDIO STREAMING 15 SECOND AUDIO PRE-ROLL SHARE OF VOICE

St. Louis Public Radio and The Bridge	100%
Jazz	100%
Classical	100%

### NEWSLETTER ADS SHARE OF VOICE

<b>Look // Read // Listen</b>   300x250 Approximately 20 sends per month	25% - Includes 5 sends per month
<b>The Talk Studio</b>   300x250 4 sends per month	50% - Includes 2 sends per month
<b>E-Updates</b>   300x250 3 sends per month	100% - Includes 3 sends per month

## DIGITAL MESSAGING STANDARDS

Messaging is subject to St. Louis Public Radio approval. St. Louis Public Radio reserves the right to reject any ad based on content or images.

### DIGITAL SPONSOR MESSAGING 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 MESSAGING 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, premiere, legendary, famous, renowned
- Calls to action, e.g., "give us a call, visit us at, see our..." 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 St. Louis Public Radio mission are encouraged.