

AD SPECIFICATION STANDARDS

300X250 WEBSITE BANNER ADS

- Accepted File Formats: GIF, JPG, PNG
- Maximum File Download Size: 40k
- Click Thru URL Limit: 450 char
- Animation limited to 15 seconds and two loops
- Max Animation Frame Rate: 24 fps
- Alternate Text: 30 char
- No audio or video unless specifically agreed to in advance
- Creative must be bounded in the allotted space and should include a visible border

970X50 EXPANDING AD

- Same as 300x250 except where otherwise specified
- Maximum expansion size 970x300
- Expansion must pushdown content
- Unexpanded Ads should have a clearly labeled call to action that, when clicked, expands the ad. For example text, or an image, that says “Click here to Expand”
- Clearly visible “X” must be located in the top right corner of expanded ads. Ad should un-expand when clicked.
- Max Initial File Load Size: 60kb
- Subsequent Max Polite File Load Size: 110 KB
- Subsequent Max User Initiated File Load Size: 2.2 MB
- Z-index Range: 0-4,999
- Max percentage of CPU usage: 40%

150X150 NEWSLETTER BANNER ADS

- Same as 300x250 standards, except where noted
- Maximum File Download Size: 30k
- No animation

MOBILE BANNERS 320X50

- Same as 300x250 standards, except where noted
- Maximum File Download Size: 7KB
- Alternate Text: 24 characters
- Animation limited to 10 seconds

DIGITAL STANDARDS

LEAD TIME AND TRAFFICKING

- Ads should be provided to account representatives team no later than 3 business days prior to launch
- In order to provide time for ad production and trafficking, creative for expanding ads should be submitted no later than 10 days prior to launch date.
- Assets that don't meet specifications may 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 ad creatives are limited to one update per 60 days.

MISC. TAGGING GUIDELINES

- DFP certified third party tags and basic html tags are supported (except on mobile ads)
- 3rd Party Ads must comply with ad specifications throughout the duration of the campaign
- Please alert station to any frequency cap requirements on third party tags
- Creatives must be approved by station prior to being displayed on the site
- Include a “target = _blank” attribute in all linkable tags

GENERAL REQUIREMENTS

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

DIGITAL MESSAGING STANDARDS

All sponsorship subject to approval of Nashville Public Radio. Nashville Public Radio reserves the right to reject any ad based on content or images.

Digital sponsor credits 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 in use for several months.
- Length of time in business
- Non-promotional location information (e.g. phone number, website address)
- Sponsorship messages that seek to promote public media generally or align with the station's mission are encouraged

Digital sponsor credits may not include:

- Overly promotional language
- Coupons, however they may include subtle reference to price, interest rates, discounts, specific financing information
- Claims of comparison or language that is overly promotional or self-congratulatory in nature
- Examples to be avoided include: best, fastest, biggest, premiere, legendary, famous or renowned
- Calls to action (“give us a call, visit us at, see our”) However, ads may contain text such as “learn more here” or “information on is available here”.
- 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