

KNKX AD SPECIFICATION STANDARDS

300X250, 970X50 (NON-EXPANDING)

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 40k
- Click thru URL limit: 450 characters
- Animation limited to 15 seconds
- Maximum video & animation frame rate: 24 fps
- Alternate text: 30 characters
- No audio, video or flash unless previously discussed
- All creative should include a visible border

320X50 MOBILE BANNERS

- Same as 300x250 standards, except where noted
- Maximum file download size: 7KB
- Alternate text: 24 characters
- Animation limited to 10 seconds
- No rich media unless previously discussed

300X200 MOBILE APP BANNERS

- Same as 300x250 except otherwise specified
- No alternate text, video, rich media or animation supported

728X90 NEWSLETTER ADS

- Same as 300x250 except otherwise specified
- No video, rich media or animation supported

970X50 EXPANDING AD

- Same as 300x250 except otherwise specified
- Maximum expansion size: 970x300
- Expansion must pushdown content, no overlays
- Unexpanded ads should have a clearly labeled call to action that, when clicked, expands the ad. For example, text or an image that states “Click Here to Expand.” We recommend that the call to action occupy about 15% of the space of the unexpanded ad
- A clearly visible “X” must be located in the top right corner of expanded ads. Ad should retract when clicked
- Maximum initial file load size: 60kb
- Subsequent maximum polite file load size: 110 KB
- Subsequent maximum user initiated file load size: 2.2 MB
- Z-index range: 0-4,999
- Maximum percentage of CPU usage: 40%



KNKX DIGITAL STANDARDS

LEAD TIME AND TRAFFICKING

- Ads should be provided to the Ad Operations team at KNKX no later than three business days prior to launch
- Assets for expanding ads should be provided at least 10 business days prior to launch
- Assets that don't meet specifications may cause delays in launch and interfere with full delivery
- Limit of three creatives per campaign, and one creative update per month (does not include expanding banners)

MISC. TAGGING GUIDELINES

- DFP certified third party tags and basic HTML tags are supported (except on mobile and newsletter ads)
- Third party ads must comply with ad specifications throughout the duration of the campaign
- All creative must be approved by station prior to being displayed on the site
- 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 station talent
- No third party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- KNKX reserves the right to reject any creative that uses visual elements that are overly distracting, as these perform poorly with our audience
- Creative must be bounded in the allotted space and should include a visible border



KNKX DIGITAL MESSAGING STANDARDS

All sponsorship subject to approval of KNKX which 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
- 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
- Calls to action of a non-transactional nature, 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

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, legendary, famous or renowned
- Calls to action ("give us a call, visit us at, see our") However, ads 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

