



DIGITAL MESSAGING STANDARDS

Digital Sponsor Messaging May Include

- Business name, operating division or parent company
- Business street location, phone number and / or website
- Value-neutral product or service descriptions
- Event dates and locations
- Up to 3 trade names, product or service listings which help identify the business
- An established non-promotional corporate slogan
- Description of target market
- Length of time in business
- 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

Sponsorship messages that seek to promote public media generally or align with the Georgia Public Broadcasting mission are encouraged

Digital Sponsor Messaging May Not Include

- Calls-to-action which direct the audience to call, to visit, to try, to compare
- Qualitative statements which involve subjective evaluation of quality (e.g., fine, great, rich, superb)
- Comparative descriptions or language (e.g., the best, bigger, faster)
- Favorable comparisons of a sponsor to competitors or industry standards (e.g., mentions of awards of recognition or merit)
- Pricing information (including “free”) and inducements to buy, sell, rent or lease
- Inducement-to-buy statements which direct the audience to purchase the product (e.g., free trial period, two for one)
- First or second person pronouns (e.g., I, me, you)
- The words “you,” “your” and “we”
 - The use of these words implies a relationship between the sponsor and the listener / web visitor
- Language that is considered promotional
- Coupons
- Health claims
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

All sponsorship material and copy subject to approval. GPB reserves the right to reject creative based on content or image. Creative should align with the noncommercial tone of public media.



DIGITAL STANDARDS

Lead Time & Trafficking

- Ads must meet noted specifications included in this document
- Assets must be provided to your Account Executive no later than 3 days prior to launch for standard ads and 10 days prior to launch for expanding ads, mobile app ads, or any ads requiring production
- Assets that don't meet specifications may cause delays in launch and interfere with full delivery
- Limit of 3 creatives per campaign
- No more than 1 creative update per month, expanding ads are limited to 1 set of creative

Miscellaneous Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on mobile app)
- Third-party ads must comply with ad specifications throughout the duration of the campaign
- Third-party audio ads not accepted but third-party impression tracking is supported
- Please alert your Account Executive to any frequency cap requirements
- Include a “target=_blank” attribute in all linkable tags

General Requirements

- Creative must be approved by station prior to being displayed on the site
- All pre-roll 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
- Creative must be bounded in the allotted space and include a visible border (minimum one pixel)
- The font should be standardized throughout, alternating fonts will be subject to station review
- 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 as these may perform poorly with our audience



AD SPECS

SIZE & REQUIREMENTS | PAGE 1 OF 2

WEBSITE BANNER 300x250, 728x90, 970x50 (NON-EXPANDING), MEDIA PLAYER 300x250

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200KB
- Click thru URL limit: 450 characters
- Animation limited to 15 seconds.
Maximum video & animation frame rate: 24 fps
- Maximum animation loops: 3 times
- Alternate text: 30 characters
- No audio. No video
- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)

SMARTPHONE WEBSITE BANNER 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Alternate text: 24 characters

WEBSITE EXPANDING BANNER 970x50

- Same as 300x250 except where noted
- Expansion size 970x300
- Expansion will pushdown content (no overlay)
- Provide a 970x50 image and a 970x300 image to have station build creative
- Unexpanded 970x50 must contain clearly labeled call to action that, when clicked, expands the ad. For example: "Click Here to Expand." To ensure usability, calls-to-action should be 15-20% of unexpanded ad size
- Clearly visible "X" must be located in the top right corner of expanded ads and ad should retract when clicked
- Maximum initial file load size: 200KB
- Subsequent maximum polite file load size: 1 MB
- Subsequent maximum user initiated file load size: 2.2MB
- Z-index range: 0-4,999
- Maximum percentage of CPU usage: 40%

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AD SPECS

SIZE & REQUIREMENTS | PAGE 2 OF 2

STREAMING 15-SECOND AUDIO PRE-ROLL

- Provide text for 15-second message (250 characters including spaces)
- 1x1 impression tracking pixels accepted on streaming only

MOBILE LISTENING APPS 15-SECOND AUDIO PRE-ROLL AND BANNER ADS

- Listening App Audio Pre-Roll specs same as Streaming
- Listening App Banner specs same as Website Banner 300x250 except where noted
- Third-party tags or pixel trackers not accepted
- No animation
- Minimum recommended sizes:
 - Full Screen: 320x480, 640x960, 1536x2048
 - Banner: 320x50 (maximum file download size 50 KB), 768x50
- Optional sizes:
 - Full Screen: 640x1136, 2048x1536
 - Banner: 640x100, 1024x50, 1536x100, 2048x100
- Ad sizes not provided by client will not be served

GPB SPORTS: FOOTBALL MOBILE APP BANNER ADS

- Same as Website Banner 300x250 except where noted
- Third-party tags or pixel trackers not accepted
- No animation
- Minimum recommended sizes:
 - 728x90, 300x250, 320x50
- Optional size:
 - 320x100
- Ad sizes not provided by client will not be served