



AD & MESSAGING SPECS

WUWM 89.7
MILWAUKEE'S **npr**

MESSAGING STANDARDS

Public media sponsorship differs from commercial advertising in both sound and spirit. The public media audience responds best to straightforward information presented in a concise, clear and sincere manner.

Digital sponsor messages 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. 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:

- 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
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

The Federal Communications Commission (FCC) governs the use of non-commercial public broadcasting sponsorship messages and direct that they simply: **(1) identify the sponsor, (2) give location information and (3) provide “value neutral” descriptions of the sponsor’s products or services.** These regulations serve to protect the non-commercial content that public radio listeners value. This ensures the integrity of the

relationship between the station and the way its listeners relate to sponsors. The public radio listener positively identifies the sponsor with WUWM’s high-quality programming.

All sponsorship is subject to approval by WUWM, which reserves the right to reject any ad based on content or images.

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 ads are limited to one set of creative
- Creatives must be bounded in the allotted space and include a visible border (minimum one pixel)
- 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 on display banners (except on newsletters, media player and mobile app)
- Third-party ads must comply with ad specifications throughout the duration of the campaign
- For 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
- Preamble “support for WUWM” is included in the 15-second pre-roll
- 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

AD SPECS

Sizes and Requirements

Website Banner 300x250 and 970x50 (Non-Expanding)

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Click-through URL limit: 450 characters
- Animation limited to five seconds with three loops each for a total of 15 seconds
- No audio
- Any rich media or video styled content must be pre-approved
- Alternate text: 30 characters

Website Expanding Banner 970x50

- Specs same as Website Banner 300x250 except where noted
- Expandable to 970x300
- Expansion must push down page content
- 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." To ensure usability, the call-to-expand should be 15-20% of unexpanded ad size
- 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 five seconds with three loops each for a total of 15 seconds
- Alternate text: 24 characters

Media Player 728x90 and Newsletter Banner 300x250

- Specs same as Website Banner 300x250 except where noted
- Third-party tags not accepted
- Audio, video and rich media not accepted

Media Player 320x50

- Specs same as Media Player 728x90 except where noted
- Maximum file download size: 50 KB

Streaming

15-Second Audio Pre-Roll

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

Mobile App 15-Second Audio Pre-Roll and Banners

- Third-party tags or pixel trackers not accepted
- Mobile App Audio Pre-Roll specs same as On-Demand
- App Banner specs same as Website Banner 300x250
 - Recommended sizes: 320x50, 320x480, 640x960, 768x50, 1536x2048
 - Optional sizes: 640x100, 640x1136, 1024x50, 1536x100, 2048x100, 2048x1536
- No animation
- Ad sizes not provided by client will not be served