AD SPECIFICATIONS

Size / Description	Looping/Animation	File Size	Requirements	3rd Party Tracking	Lead Time (business days)
Website Expanding Banner 970x50 • Expandable to 970x300	• Limited to 15 seconds • Maximum video & animation frame rate: 24 fps • Maximum animation loops: 3 times	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Expanding must overlay content (no pushdown) • Unexpanded 970x50 must contain clearly labeled call-to-action that, when clicked, expands the ad. For example “Click Here to Expand” • 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% • Alternate text: 30 characters • No audio • Video content must be pre-approved	N	10
Website Expanding Video Banner 970x50 • Expandable to 970x300 • 580x300 available for image/copy beside video	N/A	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• Expanding video ads should adhere to expanding ad specifications above including clear labeling for opening and closing ad • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Website Non-Expanding Banner 970x50 • Non-expanding	• Limited to 15 seconds • Maximum video & animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Website Banner 300x600	• Limited to 15 seconds • Maximum video & animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Website Video Banner 300x600 • 300x70 header for image/ copy above video • 300x320 image/ copy below video	N/A	• Maximum initial file load size: 60k • Subsequent maximum polite file load size: 110kb • Subsequent maximum user initiated file load size: 2.2 mb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Maximum percentage of CPU usage: 40% • Alternate Text: 30 characters • Video content must be pre-approved • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Website Banner 728x90	• Limited to 15 seconds • Maximum video & animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 30 characters • No audio • Video content must be pre-approved	Y	3
Smartphone Website Banner 300x50 • Expandable to 300x250 (optional)	• Limited to 10 seconds • Maximum animation frame rate: 24 fps • Maximum animation loops: 2 times	Non-expanding: 40k Expanding: • Maximum initial file load size: 40k • Subsequent maximum user initiated file load size: 100kb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Alternate text: 24 characters • No audio or video • Expanding ads must have call to action for expansion and an X in the top right corner of expanded ad	Expanding: N Non-Expanding: Y	Expanding: 10 Non-Expanding: 3

AD SPECIFICATIONS

Size / Description	Looping/Animation	File Size	Requirements	3rd Party Tracking	Lead Time (business days)
Smartphone Website Expandable Video Banner 300x50 • Expandable to 300x250	N/A	• Maximum initial file load size: 40k • Subsequent maximum user initiated file load size: 100kb	• GIF, JPEG, PNG • Click through URL limit: 450 characters • Maximum percentage of CPU usage: 40% • Alternate text: 24 characters • Video content must be pre-approved • Maximum video duration: 30 seconds • Video plays should be user initiated with audio and video controls (play, pause, mute) included on player • Videos for ads produced by KCRW should be shared on YouTube with ads deactivated	N	10
Video Pre-Roll 15 seconds	N/A	N/A	• Preferred: H.264 (MP4, Mov) • Alternate: (MP4, MOV)		3
Newsletter Banner 300x250, 600x74	• Limited to 15 seconds • Maximum animation frame rate: 24 fps • Maximum animation loops: 3 times	40k	• GIF, JPEG, PNG • Click through URL limit: 450 characters • No audio or video	N	3
Streaming & On-Demand :15 audio pre-roll • Synchronized 728x90 & 300x50 **Streaming & On-Demand :15-:30 audio mid-roll** **Streaming & On-Demand :15 audio post-roll**	No animation on 728x90 or 300x50 ads	• 728x90: 40k • 300x50: 7kb	• Banner Ads • GIF, JPEG, PNG • Click through URL limit: 450 characters • No audio, video or animation Audio • Text of 15 second spot (30-40 words) • Must begin with “Support comes from (underwriter name)...”	N	3
Podcast :15 pre- and post-roll **Podcast :15-:30 mid-roll**	N/A	N/A	• Text of 15 second spot (30-40 words) • Must begin with “Support comes from (underwriter name)...”	N	3

DIGITAL STANDARDS

LEAD TIME AND TRAFFICKING

- Ads should be provided to your account executive no later then 3 business days prior to launch
- Assets for expanding ads should be provided at least 10 business days prior to launch
- Assets that do not 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
- Creative must be bound in the allotted space and should include a visible border

TAGGING GUIDELINES

- DFP certified third party tags and basic html tags are supported on most ad products (see specifications)
- 3rd Party Ads must comply with ad specifications throughout the duration of the campaign
- 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 KCRW talent
- No third-party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- KCRW reserves the right to reject any creative using visual elements the station considers overly distracting, as these perform poorly with our audience

DIGITAL MESSAGING STANDARDS

All sponsorship subject to approval of KCRW. KCRW 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
- 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 credits 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, legendary, famous or renowned
- Calls to action, e.g. “give us a call, visit us at, see our...” However, 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