# DIGITAL AD & MESSAGING SPECS

# 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

- 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. (e.g., "click here," "click to visit," "learn")

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

## Digital Sponsor Messaging
### *May Not* Include:

- Calls to action statements which direct the audience to call, to go to a location, 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)

- Comparisons of a sponsor to competitors or industry standards (e.g. mentions of awards of recognition or merit)

- Pricing information 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, 2 for 1)

- Audio ads may not use first or second person pronouns (e.g. I, me, you)

- Audio ads may not use the words "you", "your" and "we."  The use of these words implies a relationship between the donor and the listener

- Language that is considered promotional

- Coupons

- Award or prize mentions

- Health claims

- Expression of a viewpoint on a controversial issue

- Support of or opposition to a political candidate or ballot initiative

**Sponsorship messages that seek to promote public media generally or align with the KUT and KUTX missions are encouraged**

# Digital Standards

## Lead Time & Trafficking

- Non-expanding ads should be provided to your account executive no later than three business days prior to launch

- 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 ads, in-banner video ads and sidekick ads

- Assets that don't meet specifications may cause delays in launch and interfere with full delivery

- Limit of three creatives per campaign for static banner campaigns with no more than one creative update per month. Expanding ads, in-banner video ads and sidekick ads are limited to one set of creative

- 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 mobile app)

- Third-party ads must comply with ad specifications throughout the duration of the campaign

- Third-party ads not accepted for audio ads, but third-party impression tracking is supported

- Creatives 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 staff

- 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

KUT NEWS | kutx 98.9

# Ad Specs | Size & Requirements |

**Website Banner** 300x250 and 970x50 (Non-Expanding),
**Tablet Banner** 728x90

- 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 video styled content must be pre-approved
- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)
- Alternate text: 30 characters

**Website Expanding Banner** 970x50

- Specs same as Website Banner 300x250 except where noted
- Expanded size: 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, calls-to-action 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%

**Website In-Banner Video** 970x50 Expanding and 300x250

- Specs same as Website Expanding Banner 970x50 except where noted
- Video for ad should be shared on YouTube.com with ads deactivated
- Video duration: 15 seconds maximum for auto-playing video; unlimited for user-initiated video
- User-initiated video is recommended as opposed to auto-playing video
- On user-initiated video, audio will play when the user starts the video. Audio on auto-playing ads is not offered, unless the advertising client wishes to build and serve the ad unit themselves.  In such instances, auto-playing ads must start with audio muted and audio can be activated when the user unmutes the ad
- Video controls (play and pause) will be included on video player
- Video aspect radio: 16:9 (will display as 288x162) or 4:3 (will display as 264x198)
- Maximum initial file load size: 200 KB
- Subsequent maximum polite / host-initiated file load size: 100 KB
- Subsequent maximum user-initiated file load size: 1.1 MB for auto-playing video; unlimited for user-initiated video
- Static 300x250 backup image must be provided for In-Banner Video 300x250
- Third-party tags not accepted
- Video content must be pre-approved by station

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## Website Sidekick 300x250 Expanding

- Specs same as Website Banner 970x50 Expanding except where noted
- Expanded size: 850x500
- Expansion will "push" page content leftward
- Provide a 300x250 image and an 850x500 image to have station implement ad expansion functionality
- Unexpanded 300x250 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
- Expanded 850x500 must contain clearly visible "X" in top right corner. Ad should un-expand when clicked
- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)

## Website Sidekick 300x250 Expanding with Video

- Expanding portion specs same as standard Sidekick
- Video portion specs same as Website In-Banner Video 970x50 Expanding

## Newsletter 300x250

- Specs same as Website Banner 300x250 except where noted
- Third-party tags not accepted
- No animation

## Smartphone Website Banner 320x50

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

## Streaming and Podcast 15-Second Audio Ads

- Provide text for 15-second message (30-40 words)
- Must include preamble "Support for [streaming / this podcast] comes from…"
- 1x1 impression tracking pixels accepted on streaming only

## Mobile App 15-Second Audio Pre-Roll and Banners

- Third-party tags not accepted
- Mobile App Audio Pre-Roll specs same as Streaming and Podcast
- App Interstitial 300x480
  - Created by station. Sponsor provides logo only
- App Banner 320x50
  - Provided by sponsor
  - Specs same as Smartphone Website Banner 320x50 except where noted
- No animation