



Digital Ad & Messaging Specs



AUSTIN'S NPR STATION



THE AUSTIN MUSIC EXPERIENCE



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”)

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

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

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 Standards

Lead Time & Trafficking

- Non-expanding ads should be provided to account representative 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 no more than one creative update per month. Expanding ads 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

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%

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 Pre-Roll and Post-Roll

- Provide text for 15-second message (30-40 words)
- Must include preamble "Support for streaming 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

Newsletter Sponsor Feature

- 30 word text description of event, product or services created by station staff
- Provide optional 180x180 image (GIF, JPG, PNG)
- Maximum file size: 80 KB