



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
- Up to 3 trade names, product or service listings which help identify the business
- Organization mission language that identifies and does not promote or state an opinion
- 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 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. KJZZ and KBACH reserve the right to reject creative based on content or image. Creative should align with the noncommercial tone of public media.



Sponsorship messages that seek to promote public media generally or align with the KJZZ / KBACH mission are encouraged.

DIGITAL STANDARDS

Lead Time & Trafficking

- Ads must meet noted specifications included in this document
- Assets must be provided to your Account Manager no later than three (3) business days prior to launch for website and app banner ads, five (5) business days prior to launch for audio and newsletter ads, and ten (10) business days prior to launch for expanding ads
- Limit of three creatives per campaign
- No more than one creative update per month. Expanding ads are limited to one set of creative

Misc. Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on newsletters 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 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
- 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
- The station reserves the right to reject any creative that uses visual elements that are overly distracting or uses verbiage that doesn't align with the public media tone. These may perform poorly with our audience

Photo by Malte Wingen on Unsplash



AD SPECS

Website and Mobile 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 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 when noted
- Expanded size: 970x300
- 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
- Expanded 970x300 must contain clearly visible "X" in top right corner. Ad should un-expand when clicked
- 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
- Z-index Range: 0-4,999
- Maximum percentage of CPU usage: 40%

App Adhesion Banner 320x50 and Newsletter Banner 550x150

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Alternate text: 24 characters
- No audio, video or animation
- Third party tags not accepted

Streaming 20-Second Audio Pre-Roll

- Provide text for 20-second message (40-45 words) which must include the following preamble: "Hi, this is [station talent]. Thank you for listening to [station]'s online service which is brought to you by [sponsor's message]"
- 1x1 impression tracking pixels accepted