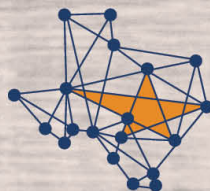


Ad and Messaging Specs



**Texas
Public Media**
NETWORK

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
- Organizational 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 such as, "Click here to learn more." 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
- Health claims
- 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 public media high-quality programming.

All sponsorship is subject to approval by Texas Public Media Network stations which reserve 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 ads
- Limit of three creatives per website display campaign. Expanding ads and non-website display ads are limited to one set of creative
- 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, mobile app and media player display ads)
- Third-party ads must comply with ad specifications throughout the duration of the campaign
- Please alert your account manager to any frequency cap requirements prior to order completion
- Include a “target=_blank” attribute in all linkable tags

General Requirements

- Creatives must be approved by the network prior to being displayed on the site(s)
- 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
- Texas Public Media Network 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

Page 1 of 2

Website Display Ads

300x250 and 970x50 Non-expanding

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

Website Expanding Display Ad

970x50 expands to 970x300

- Specs same as Website Banner 300x250 except where noted
- 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" or "Close" text 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%

Website In-banner Video Ads

970x50 expands to 970x300, 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 over 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 ratio: 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

AD SPECS

Sizes and Requirements

Page 2 of 2

Smartphone Website Display Ad

320x50

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

Audio Streaming and Podcast

15-Second Audio Pre-roll

- Provide text for 15-second announcement (17-20 words)
- 1x1 impression tracking pixels accepted

Newsletter Display Ad

300x250

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