Ad & Messaging Specs

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 KNKX's high-quality programming.

All sponsorship is subject to approval by KNKX, which reserves 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 campaign

- 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 and media player display ads)

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

- Please alert station 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 station prior to being displayed on the site

- 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
Sizes and Requirements

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

- Specs same as Website Banner 300x250 except where noted
- Expandable to 970x300
- 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" 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%

Smartphone Website Display Ad 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Animation limited to five seconds with three loops each for a total of 15 seconds
- Alternate text: 24 characters

Media Player 30-Second Video Pre-roll

- Accepted format: MP4
- Video dimensions: 640x360
- Codec: H.264
- Maximum file size: 5 MB

Media Player 20-Second Audio Pre-roll

- Provide text for 20-second announcement (35-40 words)

Newsletter Display Ad 600x90

- Specs same as Website Display Ad 300x250 except where noted
- Third-party tags not accepted
- Audio, video and rich media not accepted