

NEW YORK <b>PUBLIC</b> RADIO	THIRD PARTY OR PUBLISHER SERVED?	LOOPING, MAX ANIMATION LENGTH	EXPANSION	AUDIO
970x90 →970x415 EXPANDABLE LEADERBOARD	Publisher Served	N/A	Start Size: 970x90 Expansion Size: 970x415  Must be click to Expand  "Open" and "Close" must be clearly marked in the upper right.	Must be User initiated
300X250 or 300x600	Third Party Capable	3 loops max, 15 seconds	N/A	Must be User initiated
300x250 (IN-BANNER VIDEO UNITS) File-loaded or streaming	Third Party Capable	30 seconds	2.2 MB video file if banner is clicked	Must be User initiated
AUDIO - ON DEMAND, STREAMS (PRE, MID, & POST-ROLLS)	Publisher Served	:15 pre-roll, :30 mid-roll	N/A	Automatic
300x50 Mobile Leaderboard	Third Party Capable	3 loops max, 15 seconds	N/A	N/A
EMAIL NEWSLETTER	Publisher Served	Static Only	N/A	N/A

#### General Specs

- WNYC can cover rich media serving fees
- 3<sup>rd</sup> party impression tracking can be applied to all digital units.
- Creative materials are due 5 days before the campaign launches.
- Z-Index range for all display is 0-4,999.
- All display ads must have a 1 pixel black border around the ad if the background is white
- All .jpg and .gif must be 60KB or less
- Newsletters require non-javascript creative
- NYPR uses DFP Premium for display serving and AdsWizz for audio serving
- All text must be readable on 1024x768 resolution displays.
- All video should be mp4 file and encoded with the H.264/AAC-LC codecs
- Video bit per pixel rate should be 0.15

#### Rich Media Ads Using Flite

- To be developed by NYPR using assets from client
- Client must provide assets 2 weeks before campaign start
- Video must be click-to-play, with 5 min max length
- Youtube.com is preferred video hosting site
- Client video may not run pre-roll ads from Youtube.com
- Initial view of ad must follow standard copy guidelines
- Video must stay within the resolution of the ad size

#### Flash Standards

- A clickTAG must be encoded as a button rather than a hard-coded click-through command using the code below:

```
On(release) {
  getURL(clickTAG,"_blank");
}
```
- For more visit:
[https://support.google.com/dfp\\_sb/answer/79268?hl=en](https://support.google.com/dfp_sb/answer/79268?hl=en)
- We accept up to Flash version 10
- Need a backup .gif or .jpg that is 60kb or less.

- **AUDIO STREAMS:**

- WNYC FM/AM pre-roll
- WNYC FM/AM mobile pre-roll
- WQXR pre-roll
- WQXR mobile pre-roll
- Operavore pre-roll
- Q2 pre-roll
- The Jonathan Channel

**Local On-Demand/Podcasts:**

- WNYC Brian Lehrer  
pre-roll, post-roll
- WNYC Leonard Lopate  
pre-roll, post-roll
- WNYC Soundcheck  
pre-roll, post-roll
- WQXR Around Broadway

**National On-Demand/Podcasts:**

- Radiolab  
pre-roll, mid-roll, post-roll
- Freakonomics  
pre-roll, mid-roll, post-roll
- On The Media  
pre-roll, mid-roll, post-roll
- Studio 360  
pre-roll, mid-roll, post-roll
- The Takeaway  
pre-roll, post-roll

**DISPLAY:**

**Leaderboard: 728x90**

- WNYC Newsletter
- WQXR Newsletter

**Standard Unit / Skyscraper: 300X600**

- WNYC.org Above the fold
- Schoolbook.org
- WQXR.org
- Radiolab.org
- Onthemedi.org
- TheGreeneSpace.org

**Standard Unit / Rectangle: 300X250**

- WNYC.org Above the fold
- WNYC.org Below the fold
- Schoolbook.org
- WQXR.org
- Radiolab.org
- Onthemedi.org
- TheGreeneSpace.org
- WNYC Newsletter
- WQXR Newsletter

**Morning Brief: Includes all of the below**

- Leaderboard 728x90
- Two 300x250s  
Or  
One 300x600
- Trailer Board 728x90

**Apps/Mobile Display:**

- WNYC 300x50
- WQXR 300x50