

### DESKTOP BANNER

#### 300x250 AND 970x50 NON-EXPANDING

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Animation limited to 15 seconds
- Maximum animation loops: 3 times
- 970x66 and 970x90 are also acceptable

### DESKTOP BANNER 970x50 EXPANDING

- Specs same as 970x50 non-expanding except where noted
- Expanded size: 970x300
- Unexpanded 970x50 must contain clearly labeled call-to-action that, when clicked, expands the ad
- Expanded 970x300 must contain clearly visible "X" in top right corner, minimum size 50x50

### IN-BANNER VIDEO 970x50 EXPANDING

- Specs same as 970x50 expanding except where noted
- Videos are left justified
- Video aspect ratio: 16:9 (displays as 384x216) or 4:3 (displays as 384x288)
- ~580x300 available for image / copy beside video
- Maximum video duration of 30 seconds
- Video content must be pre-approved and conform to content guidelines
- Video plays can be automatic, audio must be user-initiated with controls (play, pause, mute) included on player
- Video must be hosted on YouTube
- Third-party 1x1 impression tracking is not supported

### IN-BANNER VIDEO 300x250

- Videos are top justified and centered
- Video aspect ratio: 16:9 (will display as 288x162) with ~300x88 pixels below for ad clicks / additional messaging or 4:3 (will display as 264x198) with ~300x52 pixels below for ad clicks / additional messaging
- Video content must be pre-approved and conform to content guidelines
- Video plays can be automatic, audio must be user-initiated with controls (play, pause, mute) included on player
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### MOBILE BANNER 320x50

- Specs same as desktop 300x250 except where noted
- Maximum file download size: 50 KB
- Animation limited to 10 seconds
- Maximum animation loops: 2 times

### NEWSLETTER BANNER 300x250

- Specs same as desktop 300x250 except where noted
- Third-party tags not supported

### STREAMING / PODCAST / ON-DEMAND

#### 15- OR 30-SECOND AUDIO ADS

- Pre-roll or post-roll: provide text for 15-second message (30-40 words)
- Mid-roll or post-roll: provide text for 30-second message (60-80 words)
- Third-party 1x1 impression tracking supported for streaming

## GENERAL REQUIREMENTS

- All audio scripts are voiced by WAMU talent
- Creative must be approved by WAMU prior to being displayed on the site
- No third-party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- Creative 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 WAMU review
- WAMU 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

## 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 and in-banner video ads
- Limit of 5 creatives per campaign, 1 creative per campaign for expanding and video ads

## MISC. TAGGING GUIDELINES

- DFP-certified third-party tags and basic HTML tags are supported for standard display ads only
- All 3rd party tags must be delivered via https from a server with a valid SSL certificate
- Third-party ads must comply with ad specifications throughout the duration of the campaign and may not be changed without WAMU approval
- For streaming audio ads, third-party ads not accepted but third-party impression tracking is supported
- Include a “target=\_blank” attribute in all linkable tags

All sponsorship creative subject to approval. WAMU reserves the right to reject creative based on content or images. Creative should align with the noncommercial tone of public media.

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**MOBILE BANNER 320x50**

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**NEWSLETTER BANNER 300x250**

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- Third-party tags not supported



## DCist DAILY DEDICATED EMAIL

### Materials due no later than two business days prior to launch

- Subject line will be prefixed by “Sponsored”
- Preview text — 150 characters max
- Headline image — 1200px wide by 600-900px tall
  - Image should not include text
  - Image may include an overlaid company logo
  - Image must not be just a logo
- Headline — three to nine words
- Body copy and links — one to two paragraphs, 500 words max
- May include sub section headers of three to nine words
- Optional CTA button copy — should be concise, motivating text such as “Learn more” or “Sign up”
- Optional CTA button URL

## DCist.COM SPONSORED POSTS

### Materials due no later than three business days prior to launch

- Subject line will be prefixed by “Sponsored”
  - 85 additional characters max including spaces
- *DCist Daily* characters — 105 characters max, including spaces
- Headline image — 1200px wide by 900px tall
  - Image should not include text
  - Image must not be just a logo
  - Must provide photo credit (producer and provider)
- Body copy — 500 words max

## SPONSORED TWEETS

### Materials due no later than three business days prior to launch

- Subject line will be appended by “Sponsored”
  - 285 additional characters max including spaces