# Ad Specs

*April 11, 2017*

We currently support the following types of ads across our platforms:

## Desktop Player SVA Ads

- ✓ JPG, PNG, or GIF graphics only, sized 470px wide by 254 high.

## App Banner Ads

- ✓ JPG, PNG, or GIF graphics only, sized 320px wide by 50px high.

## Desktop Player Gateway Ads

Gateway ads can be video with audio, like a TV ad, or just an audio clip. Both can have an accompanying clickable banner. Typically we do not recommend gateways longer than 15 seconds… listeners tend to complain.

- ✓ **Gateway Video Ads**
  - o Should be in MP4 format (not MOV).
  - o The bit rate should be around 512kbps.  (Keep in mind the higher you go, the less people will be able to see it without issues.)
  - o Accompanying banners should be 300px wide by 250px high and can be JPG or GIF.
- ✓ **Gateway Audio Ads**
  - o Should be in MP3 format.
  - o The bit rate should be around 64kbps.
  - o Accompanying banners should be 470px wide by 254px high and can be JPG or GIF.

## App Gateway Ads

At this time app gateways are audio only but can have an accompanying clickable banner.  If there is no banner, your station logo will be shown instead.

- ✓ Should be in MP3 format.
- ✓ The bit rate should be around 64kbps.
- ✓ Accompanying banners should be 320px wide by 480px high and can be JPG, PNG, or GIF.

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## Desktop Player In-Stream Ads

In-stream ads can be audio only, audio with an accompanying clickable banner, or even video with audio like a TV ad.

- ✓ **In-Stream Video Ads**

  - o Should be EXACTLY 15, 30, or 60 seconds.

  - o Should be in MP4 format (not MOV).

  - o The bit rate should be around 512kbps. (Keep in mind the higher you go, the less people will be able to see it without issues.)

  - o Filenames should be short, contain only alpha-numeric characters, and have no spaces.

  - o Accompanying banners should be 300px wide by 250px high and can be JPG or GIF.

- ✓ **In-Stream Audio Ads**

  - o Should be in MP3 format.

  - o The bit rate should be around 64kbps.

  - o If you choose to provide an accompanying banner ads, they should be 470px wide by 254px high and can be JPG or GIF. Banner image file size should not exceed 30KB.

  - o Filenames should be short, contain only alpha-numeric characters, and have no spaces.