

BROADCAST

Broadcast Spot Specifications

- File Type: Avid DNxHD 145 OP1a
- 1920 x 1080i, 59.94 Drop Frame
- Closed Captioned, if possible
- Audio Ch 1 & 2: Stereo



DIGITAL

In-Stream Video Ad Specifications (pre-roll)

- Length: up to 30 seconds
- Video may be VAST served (mp4 file format only) or first party served with impression and click tracking
- Preferred first party served file format: mp4 with H.264 codec
- Maximum file size: 512 MB
- HD specifications: 1920x1080 (16:9 Widescreen) or 1440x1080 (4:3 Standard), 10 mbps bitrate or higher
- Audio specifications: 48khz or 44.1khz resolution, stereo, AAC codec, 128 kbps bitrate



728x90 Companion ad (Desktop only)

- File formats: Static JPG or GIF
- Max file size: 40k
- Desktop video companion banner may be VAST/VPAID served (must be served through the same tag as the video component) or first party served with impression and click tracking

Desktop Display Guidelines

- Banners must remain bounded in the allotted space in the page and must include a visible border around the edge. Banners may not float over page content, pop-up or initiate pop-ups from third-parties.
- No audio or video is permitted. Exceptions may be made for certain in-banner video executions, provided the audio is user-initiated.
- All text must be readable on 1024x768 resolution display.
- Unless specifically excepted, no real or mimicked user controls, interactive elements or hovers are permitted, including video controls, game play, etc.
- Once approved, third-party-served placements may not be changed without PBS approval.

DIGITAL (cont)

Desktop Display Ads

SIZES: 300x250, 728x90, 160x600, 300x600, 970x90, 970x250				
Type	Size	Animations	In-Banner Video	Expansion
Standard: GIF/JPG	200KB max initial load size.	15 seconds max	None	No
Rich Media: HTML5 (must be served via 3rd party tags)	100KB host-initiated subload (1MB for 970x250)		<p>In-banner video allowed. No autoplay. Must be click for audio. 200KB max initial file load size. 100 KB host-initiated subload.</p> <p>Unlimited file size subload after user clicks to initiate video, minimum 24 FPS for video.</p> <p>Unlimited length video with sound allowed after user clicks. User video and audio controls must be visible.</p>	

Mobile Display Guidelines

- Typefaces should be large enough to read on a typical mobile display. Creative should be designed at 2x resolution.
- Creative should click-through to a mobile-optimized landing page.
- No animation, audio or video is permitted in mobile banners.
- A close button will be visible on the creative, in the upper right-hand corner.

Banner Dimensions	Type	Size	Host-initiated subload	Note:
320x50 (phone)	GIF/JPG	50k	200k	Must be compatible with MRAID 1.0 and MRAID 2.0
728x90 (tablet)	GIF/JPG	200k	200k	

DIGITAL (cont)

Non-Rich Media File Formats (JPG, GIF)

- Maximum file size: 200K for static, 2.2MB for animated
- Animation limit is 15 seconds

Rich Media File Formats (HTML5, iFrame, Eyeblaster, Eyewonder, Pointroll, Motif, Javascript)

- Maximum file size: 2.2MB
- Animation limit is 15 seconds. Animation should avoid video-like motion, quick or bright color cycles, and should not be CPU-intensive.

Ads with In-Banner Video

- Limited to approved campaigns; suggested format is a soundless pre-video animation sequence, with a user-initiated video offered at end/stop of animation sequence.
- 200k max initial file load size, 100k host-initiated subload
- 2.2 MB max file size for creative files, Pointroll, Eyewonder
- Max :15 initial animation sequence, :30 user-initiated video
- Pre-video animation sequence must be silent. If auto-play video exception is granted, the audio must be user-initiated.
- All content (audio and video) must conform to Content Guidelines.

HTML5 File Policy

- Must serve via 3rd party tags
- The following items must be provided:
 - HTML5 files
 - Backup GIF or JPG file
 - Clickthrough URL