

WHRO Media App Underwriting Digital Specs

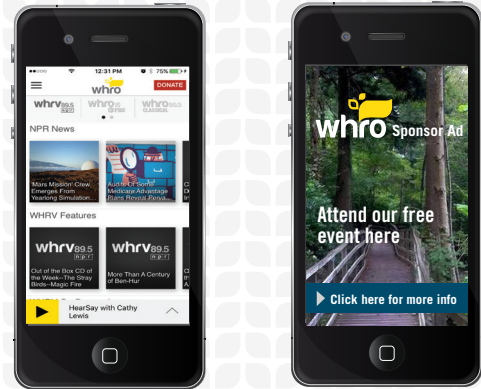
The sponsorship package includes:

- A takeover banner with 10 second-audio preroll
- Campaign ad (top position) on WHRV NPR, WHRO Classical, AltRadio, The Time Machine Radio Network, and The WHRO Voice channels

This opportunity is limited to 3 concurrent sponsors.

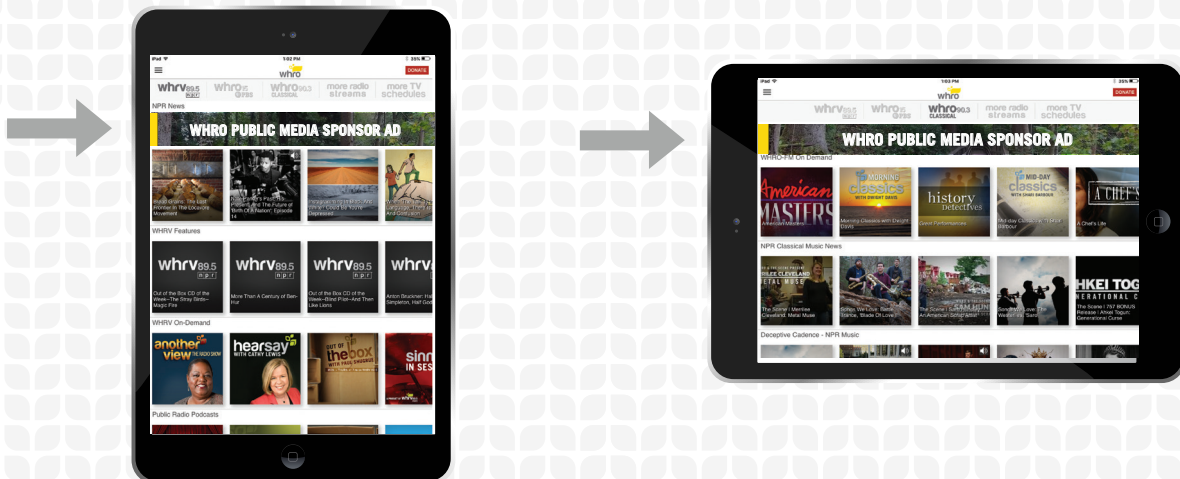
Banners' size specifications: Phone Full Screen

- Normal height screens (e.g. iPhone 4 and earlier)
- Full screen hi-res: 640w x 960h px
- Full screen low-res: 320 x 480h px
- Tall height screens (e.g. iPhone 5 and up)
- Full screen hi-res: 640w x 1136h px



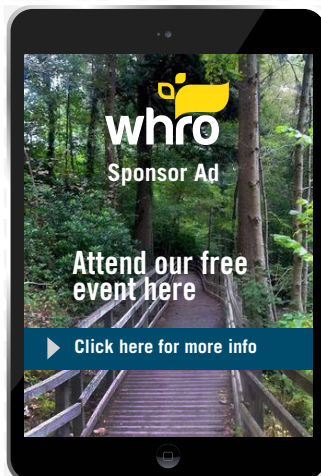
Tablet Banners

- Portrait Banner hi-res(retina displays): 1536w x 100h px
- Portrait Banner low-res(non-retina displays): 768w x 50h px
- Landscape Banner hi-res(retina displays): 2048w x 100h px
- Landscape Banner low-res(non-retina displays): 1024w x 50h px



Tablet Full Screen

- Portrait Full Screen hi-res(retina displays): 1536w x 2048h px
- Portrait Full Screen low-res(non-retina displays): 768w x 1024h px
- Landscape Full Screen hi-res(retina displays): 2048w x 1536h px
- Landscape Full Screen low-res(non-retina displays): 1024w x 768h px



Digital Specifications

For clients who will deliver their own creatives, we support the following formats:

JPG
PNG
GIF

For clients who will need us to create assets, we will need the following:

Logos:

Corporate logos, corporate identity guidelines to be provided in the following format(s):

Preferred: Illustrator (.ai)

Accepted: Photoshop (.psd), .eps, .jpg/.tiff (300 dpi max)

Creative Assets:

Key visuals, copy, tagline, to be provided in the following format(s):

Preferred/Accepted: Photoshop (.psd), .eps, .jpg/.tiff (300 dpi max)

Fonts:

Mac Format (.ott or .ttf)

Audio:

Format Compressed MP3
Encoding 44.1 kHz
Constant Bitrate 128 kbps
Duration: 10 seconds

Our Audience is Your Audience:

334,787 Sessions and **10,467** Users per year.

35,1349 monthly sessions and **3,275** monthly users, on average

Discover the Benefits of Corporate Sponsorship

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