

Brand Soundscapes

Ad Type	Product	Dimensions	File Size	Animation	Creative Requirements	Serving Options	Features	Submission Date
NPR Podcasting	Podcast: 30s Mid-Roll Brand Soundscape	Custom	-	-	-	Site-Served	Custom audio created by NPM. See spec doc for features and required assets.	Custom
NPR Podcasting	Podcast: 60s Mid-Roll Brand Soundscape	Custom	-	-	-	Site-Served	Custom audio created by NPM. See spec doc for features and required assets.	Custom
NPR.org	Player: Brand Soundscapes	Display: 300x600 Display leave-behind: 300x100 Audio: Custom	-	-	-	Site-Served or tracking tags only; impression pixel and click tracker	Custom audio and banners created by NPM. See spec doc for features and required assets.	Custom
NPR.org	Cross-Platform: Homepage Center Stage	Custom: Fixed-Height Fluid 300px Companion: 300x600	250 kB initial 500 kB polite	Maximum of 15 seconds / 3 frames / 2 loops	See creative content guidelines	Custom: Site-Served or tracking tags only; impression pixel and click tracker doubleclick by google sizmek atlas solutions IAS, or other third party vendors with approval	Custom Fixed-Height Fluid creative is built by NPM. See spec doc for features and required assets.	Custom
NPR One	NPR One: Brand Soundscapes	Display: 600x500 Audio: Custom	-	Static	-	Site-Served or tracking tags only; impression pixel and click tracker	Custom audio and banners created by NPM. See spec doc for features and required assets.	Custom
NPR app	iPhone News App: Custom native	Display: Fixed-height Fluid 450px	150 kB max	Static	See creative spec doc for guidelines	Site-Served or tracking tags only; impression pixel and click tracker	Custom native format that supports display, video, gallery and brand soundscapes. Custom integrations are also available upon request. See spec doc for features and required assets.	Custom