Ad Type	Product	Dimensions	File Size	Animation	Creative Requirements	Serving Options	Features	Submission Date
NPR.org	300x600 | 300x250	Display: 300x600 or 300x250	300x250: 150 kB initial 300 kB polite 300x600: 250 kB initial 500 kB polite	Maximum of 15 seconds / 3 frames / 2 loops	HTTPS-compliant Banner must have border Audio/video features must be user-initiated	doubleclick by google sizmek atlas solutions IAS, or other third party vendors with approval	Max 3 creative versions in rotation Must meet NPR creative content guidelines	5 business days
NPR.org	Mobile/Tablet: In-Story Banner	Display: 300x250 or 600x500	150 kB max	Maximum of 15 seconds / 3 frames / 2 loops	HTTPS-compliant Banner must have border Audio/video features must be user-initiated	doubleclick by google sizmek atlas solutions IAS, or other third party vendors with approval	Max 3 creative versions in rotation Must meet NPR creative content guidelines	5 business days
NPR.org	Player: 300x250 | 300x600	Display: 300x250 | 300x600 Display leave-behind: 300x100 Audio: 15 second script	300x250: 150 kB initial 300 kB polite 300x600: 250 kB initial 500 kB polite	Maximum of 15 seconds / 3 frames / 2 loops	HTTPS-compliant Banner must have border	doubleclick by google sizmek atlas solutions IAS, or other third party vendors with approval	Copy must be vetted and approved by NPR legal All audio read by NPR Talent NPR preamble required No re-records	5 business days
NPR.org	Player: 640x100	Display: 640x100 Audio: 15 second script	150 kB initial 300 kB polite	Static	HTTPS-compliant Banner must have border	doubleclick by google sizmek atlas solutions IAS, or other third party vendors with approval	Copy must be vetted and approved by NPR legal All audio read by NPR Talent NPR preamble required No re-records	5 business days
NPR.org	Cross-Platform: Home-page 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 Companion: doubleclick, 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.	10 business days
NPR.org	Cross-Platform: Story Center Stage	Custom: Fixed-Height Fluid 250px 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 Companion: doubleclick, 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.	10 business days

Ad Type	Product	Dimensions	File Size	Animation	Creative Requirements	Serving Options	Features	Submission Date
NPR.org	Cross-Platform: Music Center Stage	Custom: Fixed-Height Fluid 250px 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 Companion: doubleclick, 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.	5 business days
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	Player: Custom Channel	Display: 300x600 Display leave-behind: 300x100 Audio: 15 second script	-	-	HTTPS-compliant Banner must have border	Site-Served or tracking tags only; impression pixel and click tracker	Channel content hand-curated by NPM. Sponsor need only provide channel topic, logo, 300x600 and :15 copy.	10 business days
NPR.org	Player: Podcast Halo Unit	Display: 300x600 Display leave-behind: 300x100	-	-	HTTPS-compliant	Site-Served or tracking tags only; impression pixel and click tracker	Custom 300x600 and 300x100 are built by NPM. Features podcast episode with sponsor mid-roll.	10 business days
NPR.org	Co-branded 300x600 Halo	Display: 300x600	-	-	HTTPS-compliant	Site-Served or tracking tags only; impression pixel and click tracker	Custom 300x600 is built by NPM. Features NPR content alignment.	5 business days