

Ad Type	Product	Dimensions	File Size	Animation	Creative Requirements	Serving Options	Features	Submission Date
NPR Podcasting	Podcast: 15s Pre-Roll	Audio: 15s Script	-	-	See creative content guidelines	Site-Served or tracking tags only; impression pixel and click tracker DCM Tracking sizmek 1x1	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 Podcasting	Podcast: 15s Mid-Roll	Audio: 15s Script	-	-	See creative content guidelines	Site-Served	Copy must be vetted and approved by NPR legal All audio read by NPR Talent NPR preamble required No re-records	10 business days
NPR Podcasting	Podcast: 30s Mid-Roll	Audio: 30s Script	-	-	See creative content guidelines	Site-Served	Copy must be vetted and approved by NPR legal All audio read by NPR Talent NPR preamble required No re-records	10 business days
NPR Podcasting	Podcast: 30s Mid-Roll (Dynamic)	Audio: 30s Script	-	-	See creative content guidelines	Site-Served or tracking tags only; impression pixel and click tracker DCM Tracking sizmek 1x1	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 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

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NPR Podcasting	Smart Speaker Audio Unit (Alexa, Google Home): 15s post-roll	Audio: 15s Script	-	-	See creative content guidelines	Site-Served or tracking tags only; impression pixel and click tracker DCM Tracking sizmek 1x1	Copy must be vetted and approved by NPR legal All audio read by NPR Talent NPR preamble required No re-records	10 business days