

Ad Type	Product	Dimensions	File Size	Animation	Creative Requirements	Serving Options	Features	Submission Date
NPR One	NPR One: Standard Interstitial	Display: 600x500 Audio: 15 second script	100KB max	Static	HTTPS-compliant Banner must have border	Site-Served or tracking tags only; impression pixel and click tracker	Max 3 creative versions in rotation Must meet NPR creative content guidelines	5 business days
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 One	NPR One: Custom Channel	Display: 600x500 Audio: 15 second script	100KB max	Static	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, 600x500 and :15 copy.	10 business days
NPR One	NPR One: Podcast Halo	Display: 600x500 Audio: Custom	-	Static	See creative content guidelines	Site-Served or tracking tags only; impression pixel and click tracker	Custom 600x500 built by NPM. Features podcast episode with sponsor mid-roll.	5 business days