Your Classical and Jazz Source

Sponsorship Specs

ON AIR and STREAMING:

Your WRTI account manager prepares a customized plan for each sponsor with **15 or 30 second messages**

DIGTIAL

NEWSLETTER SPONSOR - includes promo block and banner
Required assets:
Promo Block: 1200 pixels width x 675 pixels height
Banner: 728 pixels width x 90 pixels height
Format: JPEG or PNG
Click-thru URL

WRTI WEBSITE BANNER: (Google-Compliant 300×250)
These are the must-follow specs to avoid disapproval or inactive status.

1. Size & Dimensions
    - 300 × 250 px (exact - no bleed)
2. File Types Accepted
    - JPG
    - PNG
    - GIF (no strobing, <5 fps ideally)
    - HTML5 (zipped)
3. Max File Size
    - 150 KB or smaller
4. Border Requirements
    - If the ad background color is the same or close to white, you must add a: 1-pixel gray or black border
5. Text Requirements
    - Readable font (min. 12px recommended)
    - No overly long sentences
    - Must avoid misleading claims
6. Call-to-Action Rules

- Allowed: “Learn More” “Listen Now”, “Donate Today”, “Get Info”
- Not allowed: “Click Here”, Flashing CTA

Thank you for your support!

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