



CRISTA Media

Interactive Media Creative Guidelines

Updated 11/03/22



Display Unit Restrictions

1. All website advertising is served through our DoubleClick Ad Server; hard coded advertising is not allowed.
2. Animation within any ad unit must end after 15 seconds. Animation that continues after 15 seconds must be engaged by the user.
3. All ads must open a new browser window when clicked on.
4. HTML5 Rich Media advertising that is displayed over the content such as Interstitials/Overlays, Expandable Ad units, or Floating Ads can display for a maximum of 15 seconds. Animation that continues after 15 seconds must be engaged by the user.
5. The frame rate for flash ads may not exceed 24 frames per second.
6. File size of creative must be under 1,000,000 bytes (976Kb on disk).
7. All advertising supplied by advertisers must be reviewed and approved by station management.
8. All new 3rd party advertising code must be reviewed by station management.
9. All advertising must function properly in Internet Explorer 7+, Firefox, Chrome and Safari.
10. Please refer to standard deadlines sheet to make sure your creative is submitted on time.
(See your Account Executive for this sheet)

Display Units (Non Rich Media)

Leaderboard (728x90)



Unit Dimension: 728px X 90px

File Size: 40k recommended

Position Name: Leaderboard

Location: Top of All Pages (desktop and large tablets)

Format Available: JPEG, GIF, PNG

Looping Restriction: 3 loops (max)

Animation Length: 15 sec

Additional: Please provide URL for click through

Mobile Leaderboard (320x50)



Unit Dimension: 320px X 50px

File Size: 40k recommended

Position Name: Mobile Leaderboard

Location: Bottom of viewport on All Pages (phones & small tablets)

Also appears at bottom of various views in mobile app

Format Available: JPEG, GIF, PNG

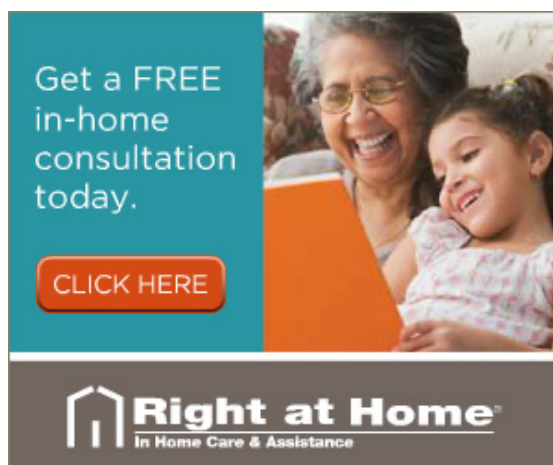
Looping Restriction: 3 loops (max)

Animation Length: 15 sec

Additional: Please provide URL for click through

Display Units (Non Rich Media)

Medium Rectangle (300x250)



Unit Dimension: 300px X 250px

File Size: 40k recommended

Position Name(s): Medium Rectangle

Location: Homepage and All Inside Pages

Format Available: JPEG, GIF, PNG

Looping Restriction: 3 loops (max)

Animation Length: 15 sec

Additional: Please provide URL for click through

Display Units (Non Rich Media)

Half Page (300x600)

Unit Dimension: 300px X 600px

File Size: 60k recommended

Position Name: Half Page

Location: Homepage & All Inside Pages

Format Available: JPEG, GIF, PNG

Looping Restriction: 3 loops (max)

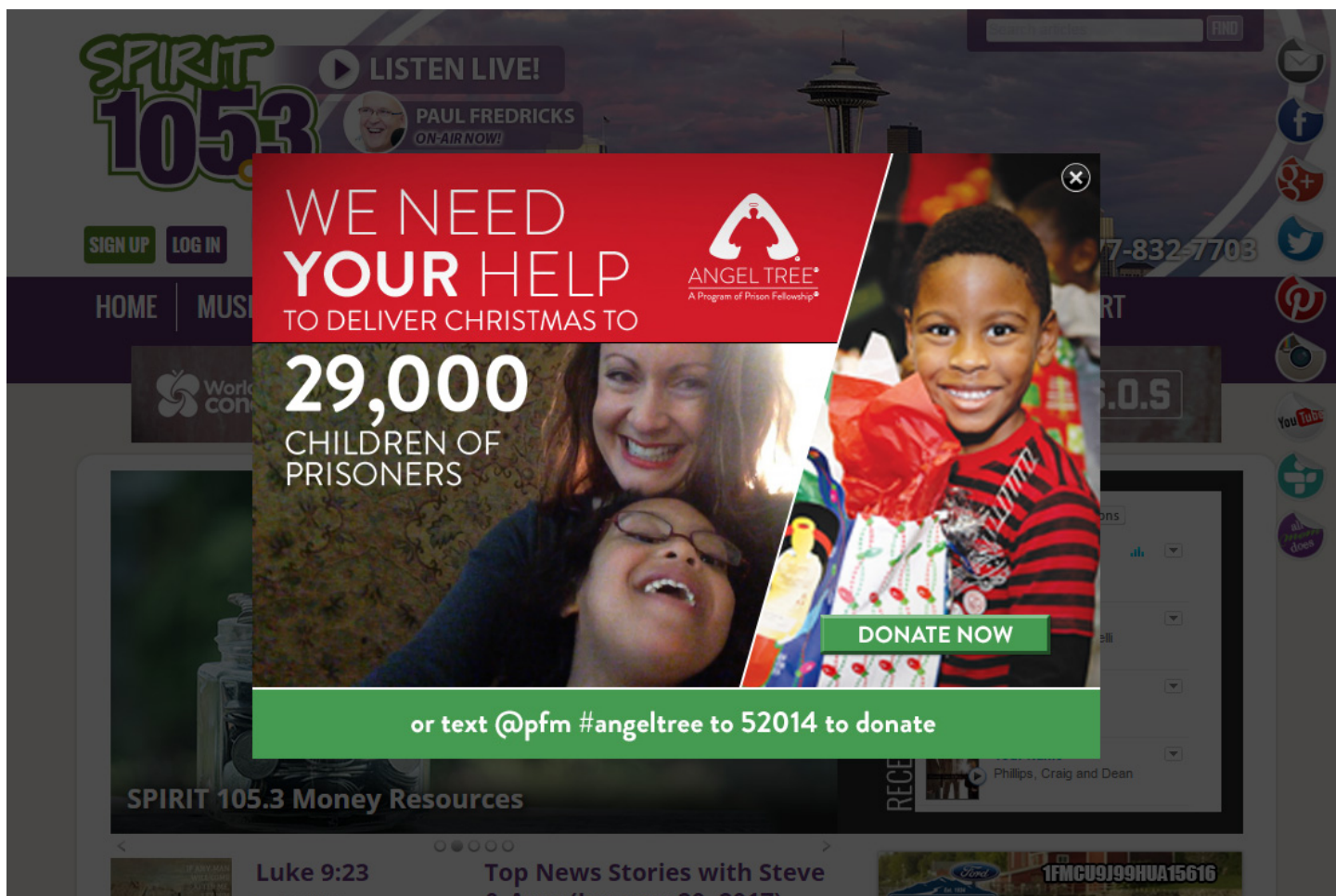
Animation Length: 15 sec

Additional: Please provide URL for click through



Display Units (Rich Media)

Homepage Interstitial



[Click for Example](#)

Unit Dimension: 700px X 500px desktop (landscape), 700px X 1100px mobile (vertical)

Maximum File Size Accepted: 100 MB

Position Name(s): Homepage Interstitial / Overlay

Location: Homepage (overlayed with lightbox effect)

Formats Accepted: MOV, WMV, DV, MP4, MPEG, ASF, AVI

Animation Length: 15 sec

Note: You also have an option of filming a subject on a green screen, which will allow us to make the background of the video transparent, so that we can overlay them on top of the 700x500 canvas. Contact your account executive to schedule a video shoot in front of a CRISTA green screen.

Video Pre-Roll (Rich Media)



Video Overlay Unit Dimension: Supplied video can be any landscape resolution

Desktop – Scales to 470px X 290px

Mobile – Scales to 100% screen width

Companion Ad Unit Dimension: 234px X 60px

Companion ad appears embedded in web player after video completes.

Companion ad is not included in station mobile app integration.

Maximum File Size Accepted: 100 MB

Position Name(s): Video Pre-Roll

Location: Streaming & Mobile App

Formats Accepted: MOV, WMV, DV, MP4, MPEG, ASF, AVI

Animation Length: 15 sec

E-Newsletter (Station Newsletter)

Block Ad



Unit Dimension: 300px X 250px

File Size: 40k recommended

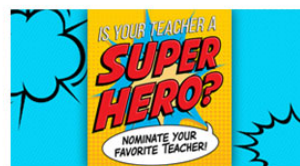
Position Name(s): Medium Rectangle

Location: Embedded inside station "big promo" teaser

Format Available: JPEG, GIF, PNG

Additional: Please provide URL for click through

Content Ad



Ivar's Teacher of the Year!

Ivar's Teacher of the Year will receive \$500 in class supplies and recognition in the community. The student who nominated them will win an Ivar's Dancing Clam Party and free Kids Meal for the entire class! Contest open to WA state students in grades K - 8 only.

[Nominate a teacher in your life!](#)

Maximum Words: 35 words, not including

headline and main clickthrough text

Button Dimension: 280px X 150px

Logo File Size: 20k recommended

Position Name(s): Offer/Discount Package

Location: Email Blast in Content

Format Available: JPEG, GIF, PNG

Additional: Please provide URL for click through

Philippians 2:8 -
And being found in appearance as a man, he
humbled himself by becoming obedient to death—
even death on a cross!

[Listen Live](#)

[View On: Facebook | Twitter | Instagram](#)

Our Victory in Jesus

By Sam Kelly

You feel emptied out. Like your life might be over. When was your ugliest time? When it seemed unfair and scary and you had no idea if you'd get through it? For me, when I was going through a divorce... or when our daughter had seizures... or those financial times where you have no idea where the money is going to come from.

We all have those seasons, and maybe even as a country right now we are in one of those. How do you live...

[Keep Reading](#)

SPIRIT Events

March	March	April	May
31	31	21	4
PUYALLUP	REDMOND	SEATTLE	MILL CREEK
Sunrise Village Easter Egg Hunt	Redmond Town Center Spring Eggstravaganza	Crowder: The American Prodigal Tour	Jordan Feliz: The Future Tour

Discover Israel!

A Journey of Faith
A SPIRIT 105.3 Tour

Join SPIRIT 105.3 to Israel!

Experience the Bible like never before when you travel to Israel this October! Limited seats available. **Book by April 9th to save \$200 off the price of your trip**

[Book Now](#)

MIKE & BRIAN

Mortgage Lending Guided by Christian Principles

1-800-804-SAVE (7283)
[www.fellowshiphomeloans.com](#)

Spring Concerts

Spring into the season with two amazing concerts—Jordan Feliz: The Future Tour and Crowder: The American Prodigal Tour! Join us on April 21st for Crowder and May 4th for Feliz. VIP and General admission tickets available.

[Purchase Tickets](#)

Ivar's Teacher of the Year!

Ivar's Teacher of the Year will receive \$500 in class supplies and recognition in the community. The student who nominated them will win an Ivar's Dancing Clam Party and free Kids Meal for the entire class! Contest open to WA state students in grades K - 8 only.

[Nominate a teacher in your life!](#)

Join us at the Redmond Town Center Spring Eggstravaganza!

Join us for a scavenger hunt, petting zoo, bounce houses, trampolines, face painting and so much more fun! The fun happens March 31st from 12pm - 4pm.

[Find Out More!](#)

E-Newsletter

Targeted Email Distribution

Content Size:

Width: 640px maximum

Height: 200px header graphic (flexible)

Word Limit: Approx. 200 words

Photo Limit: 4-5

File Size: 1 MB recommended

Position Name(s): Targeted E-mail

Location: Embedded inside standard station email wrapper

Format Available: JPEG, GIF, PNG

Additional: Please provide URL(s) for click through

SPRIT 105.3 A Special Feature from your SPIRIT 105.3 Family Listen Live



SOUTH SOUND CHRISTIAN SCHOOLS

OPEN HOUSES

southsoundchristian.org

NEW HOPE PRESCHOOL TO SIXTH GRADE
FEBRUARY 4, 2014
6:00-7:30PM

TACOMA BAPTIST PRE-K TO HIGH SCHOOL
FEBRUARY 6, 2014
6:00-8:00PM

COME SEE WHERE TODAY'S DISCIPLES BECOME TOMORROW'S LEADERS

New Hope Christian School has been partnering with parents for more than 30 years, and **Tacoma Baptist Schools** for over 50 years, to educate their children in God's truth while preparing them to succeed in the real world. We invite you to visit our campuses and learn more about all that South Sound Christian Schools has to offer your family.

- Hear our heart for Christian education
- Talk to students about their New Hope and TBS experience
- Meet our teachers
- Tour classrooms and curriculum
- Learn more about our program
- Discover what makes TBS education unique

To set up your FREE Educational Success

New Hope Christian School
call 253.847.2643
25713 70th Ave. East
Graham, WA 98338


Tacoma Baptist School
call 253.475.1234
2052 South Tacoma Way
Tacoma, WA 98405



Learn More at southsoundchristian.org

To ensure you receive our SPIRIT Family newsletters, make sure you add southsoundchristian.org to your address book.
Edit Profile | Manage Email | Unsubscribe

SPRIT 105.3 A Special Feature from your SPIRIT 105.3 Family Listen Live



LOMBARDI'S
italian restaurants

Everett Marina | Mill Creek | Issaquah

With locations at the Everett Marina, Mill Creek, and Issaquah, **Lombardi's Italian Restaurants** have been popular northwest dining destinations for over 25 years. Drop into our comfortable surroundings for one of our scrumptious dishes, award winning happy hours on appetizers and beverages, or your favorite wine from our stellar cellar. Share **the best of local Italian** with your family and friends!

We look forward to seeing you soon, {{FirstName}}!

Lombardi's Links:

Make an Online Reservation	View The Menu
Join the Loyalty Program	Purchase Gift Cards

SPRIT 105.3 A Special Feature from your SPIRIT 105.3 Family Listen Live



ROCK THE BULB
THE RE-ENERGIZE TOUR

Puget Sound Energy will be in your neighborhood for the **Rock the Bulb** tour. Get 10 free CFL bulbs when you visit the tour at **Rock the Bulb** events.

Meyer at SE 240th in Kent on July 23rd & the Bulb with Puget Sound Energy!

Rocking the Bulb?
Encourages PSE residential customers to make their homes more energy efficient by switching to energy-efficient CFL bulbs.

switch to CFL bulbs can

can outlast about 10 times as long as incandescent bulbs
qualified CFL bulbs use up to 75% less energy than conventional incandescent bulbs

EVENT INFO

Go

SPOT+ Radio Visual Enhancement



Locations: RDS/HD Radios, Station Homepage Last Played Widget, Interactive Streaming Player Playlist & Mobile App

Format Available: JPEG, PNG

Content to Provide:

- 200px X 200px (Logo)
- 450px X 280px (Header/Slide)
- 300px X 250px (Companion Ad)
- Short Message/Call to Action (32 Characters)
- Long Description (No limit – text only)
- Website URL (mobile-optimized page preferred)
- Map URL (optional)

SPOT+ Digital Coupon

Unit Dimension: approx. 640px X 830px,
300px X 300px (logo)

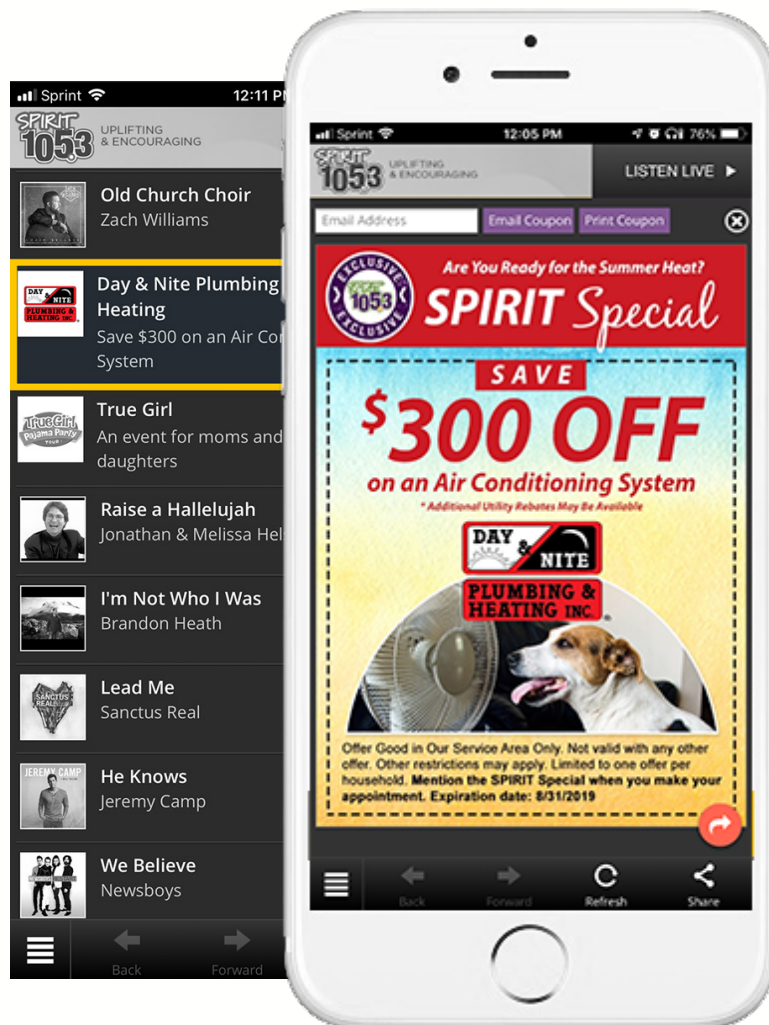
File Size: 100k recommended

Position Name(s): SPOT+ Coupon

Location: Mobile app & web playlist

Format Available: JPEG, PNG

Additional: Please provide URL for
click through (mobile-optimized page preferred)



Facebook Social Media



Unit Dimension: 940px X 788px or 800px X 800px

File Size: <200k recommended

Position Name(s): Facebook Post Photo

Location: Facebook

Format Available: JPEG, PNG

Additional: Please provide URL for click through

Important Instructions:

Images in your ads can include text that meets Facebook's advertising guidelines, but may not include more than 20% text in the image to ensure people only see high-quality content. This includes logos and slogans in images. We recommend that you use the text field in the ad to communicate your message.

Website Rotator

Not available for sales – see Promo Director for approval



Unit Dimension: 1000px X 500px

File Size: 300k recommended

Position Name(s): Homepage Rotator

Location: Homepage

Format Available: JPEG, PNG, GIF (including animated)

Additional: Please provide URL for click through