



BROADCAST:

Broadcast Spot Specifications

- File Type: Avid DNxHD 145 OP1a
- 1920x1080i, 59.94 Drop Frame
- Closed Captioned, if possible
- Audio Ch 1 & 2: Stereo
- Audio Ch 7 & 8: Mono

DIGITAL:

In-Stream Video Ad Specifications (pre-roll)

- Length: up to 30 seconds
- Video may be VAST served or first party served with impression and click tracking
- Preferred first party served file format: mp4 with H.264 codec
- Maximum first party served file size: 512 MB
- HD specifications: 1920x1080 (16:9 Widescreen) or 1440x1080 (4:3 Standard), 10 mbps bitrate or higher
- Audio specifications: 48khz or 44.1khz resolution, stereo, AAC codec, 128 kbps bitrate

728x90 Companion ad (Desktop only)

- File formats: Static JPG or GIF
- Max file size: 40k
- Desktop video companion banner may be VAST/VPAID served (must be served through the same tag as the video component) or first party served with impression and click tracking



PBS File Specifications for Display Ads

Desktop Display Guidelines

- Banners must remain bounded in the allotted space in the page and must include a visible border around the edge. Banners may not float over page content, pop-up or initiate pop-ups from third-parties.
- No audio or video is permitted. Exceptions may be made for certain in-banner video executions, provided the audio is user-initiated.*
- All text must be readable on 1024x768 resolution display.
- Unless specifically excepted, no real or mimicked user controls, interactive elements or hovers are permitted, including video controls, game play, etc.
- Once approved, third-party-served placements may not be changed without PBS approval.

SIZES: 300x250, 728x90, 160x600, 300x600, 970x90, 970x250

Type	Size	Animations	In-Banner Video	Expansion
Standard: GIF/JPG	200KB max initial load size.	15 seconds max	None	No
Rich Media: HTML5 (must be served via 3rd party tags)	100KB host-initiated subload (1MB for 970x250)		In-banner video allowed. No autoplay. Must be click for audio. 200KB max initial file load size. 100 KB host-initiated subload. Unlimited file size subload after user clicks to initiate video, minimum 24 FPS for video. Unlimited length video with sound allowed after user clicks. User video and audio controls must be visible.	

Mobile Display Guidelines

- Typefaces should be large enough to read on a typical mobile display. Creative should be designed at 2x resolution.
- Creative should click-through to a mobile-optimized landing page.
- No animation, audio or video is permitted in mobile banners.
- A close button will be visible on the creative, in the upper right-hand corner.

Banner Dimensions	Type	Size	Host-initiated subload	Note:
320x50 (phone)	GIF/JPG	50k	200k	Must be compatible with MRAID 1.0 and MRAID 2.0
728x90 (tablet)	GIF/JPG	200k	200k	



Display Ad File Specifications

Non-Rich Media File Formats (JPG, GIF)

- Maximum file size: 200K for static, 2.2MB for animated
- Animation limit is 15 seconds

Rich Media File Formats (HTML5, iFrame, Eyeblaster, Eyewonder, Pointroll, Motif, Javascript)

- Maximum file size: 2.2MB
- Animation limit is 15 seconds. Animation should avoid video-like motion, quick or bright color cycles, and should not be CPU-intensive.

Ads with In-Banner Video

- Limited to approved campaigns; suggested format is a soundless pre-video animation sequence, with a user-initiated video offered at end/stop of animation sequence.
- 200k max initial file load size, 100k host-initiated subload
- 2.2 MB max file size for creative files, Pointroll, Eyewonder
- Max :15 initial animation sequence, :30 user-initiated video
- Pre-video animation sequence must be silent. If auto-play video exception is granted, the audio must be user-initiated.
- All content (audio and video) must conform to Content Guidelines.

HTML5 File Policy

- Must serve via 3rd party tags
- The following items must be provided:
 - HTML5 files
 - Backup GIF or JPG file
 - Clickthrough URL