Video and Digital Specs

PBS

BROADCAST

Spot Specifications

- File Type: Avid DNxHD 145 OP1a
- 1920 x 1080i, 59.94 Drop Frame
- Audio Ch 1 & 2: Stereo
- Spots sent via Extreme Reach must be sent to WGBH

DIGITAL

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 ch anged without PBS approval.

PBS uses Google Ad Manager/Doubleclick for Publishers

DIGITAL (cont)

SIZES: 300x250, 300x600, 970x250, 970x90, 728x90, 320x50

Unit Name	Rectangle	Half Page	Billboard	Pushdown	Leaderboard	Mobile Adhesion
Dimensions	300x250	300x600	970x250	970x90	728x90	320x50
File Type	HTML5,GIF/JPEG, Third-PartyTag	HTML5,GIF/JPEG, Third-PartyTag	HTML5,GIF/JPEG, Third-PartyTag	HTML5,GIF/JPEG, Third-PartyTag	HTML5,GIF/JPEG, Third-PartyTag	HTML5, JPEG, Third-PartyTag
Max Initial File Load Size	150 KB	200 KB	200 KB	200 KB	150 KB	50 KB
Subsequent Max Polite File Load Size	300 KB	400 KB	1 MB	300 KB	300 KB	100 KB
Frame Rate	Min 24 fps	Min 24 fps	Min 24 fps	Min 24 fps	Min 24 fps	Min 24 fps
Loop Limit	2	2	2	2	2	2
Total Max Animation (sec)	:15	:15	:15	:15	:15	:15
Audio Initiation Required	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted	Must be user initiated (on click: mute/un-mute); default state is muted
User Initiation Required	Yes	Yes	Yes	Yes	Yes	Yes
Close Button Requirements	None	None	Close button served by PBS	None	None	Close button served by PBS

*Banner sizes vary by page

STREAMING SPECIFICATIONS FOR VIDEO SPOTS

Unit Name	Length	File Type	Max First-Party File Size	HD Spec	Audio	Sound Policy	Timeline
Pre-roll	:15 or :30	.mov or .mp4 with H.264 codec	512 MB	1920x1080 (16:9 wide-screen) or 1440x1080 (4:3 standard)	48khz or 44.1khz resolution	Integrated volume between -22 and -26 lkfs	5 Business Days
				10mpbs bitrate or higher	Stereo, AAC codec, 128 kpbs bitrate		