



## Advertising and Sponsorship Standards

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It is the goal of the ADM to make dealings between producers and advertising media buyers as easy and familiar as possible. We offer the following basic standards to facilitate negotiations. While we consider these to be the most common standards, we do not consider them inviolate. Producers and advertisers are still free to negotiate any deal they wish to make. These are guidelines for all who want or need them, and they will evolve along with the industry.

### INSERTIONS

Definition: A separate ad file that is attached, inserted, or edited into an audio or video podcast.

Time: Up to :10, :15, 30 or :60 seconds

Location: Pre-roll; mid-roll; post-roll

Frequency: Variable by number of episodes per month; variable by number of insertions per user per month; or fixed per channel/feed per month.

Audio: Codec: MP3 / AAC  
Bitrate: 128 kbps or greater (stereo); 64 kbps or greater (mono)  
Sound: Stereo preferred; mono acceptable  
Sample Rate: 44.1 khz

Video: Codec: H.264 (H.263 best for mobile)  
MP4 / WMV / FLASH  
Audio: Stereo preferred; mono is acceptable  
Audio Bitrate: 128 kbps (S), 64 kbps (M). These are proven.  
Definition: Standard or high-definition  
Video Bitrate: Optional, what works for your material.

Aspect Ratio*	Sizes
4 x 3	640 x 480, 320 x 240 (best for mobile)
16 x 9	1920 x 1080, 1280x 720, 720 x 480, 720 x 432, 640 x 320

\* **Notes:** 16 x 9 aspect ratio is best for working with web-to-TV such as Apple TV, with minimum size of 640 x 480 or 640 x 320; 320 x 240 (H.263) is best for working with mobile applications. When necessary, podcasters will resize video for optimum file size and playback quality without cropping the image. In some cases, the image may be letterboxed. For additional information on how to best enhance the user experience, please see the Appendix.

Ad formats: Overlays and underlays accepted

## CONTENT PARTICIPATION

Definition: When an advertiser's message is included as part of the audio or video podcast content.

Time: Variable from :1 second to full episode  
Location: Pre-roll; mid-roll; post-roll; or integrated within one or a series of episodes. Dynamic Insertion is also acceptable, either mechanical or automatic.  
Frequency: Variable by number of episodes per month; variable by number of insertions per user per month; or fixed per channel/feed per month.

Examples:

1. Underwritten Sponsorship – A podcast is “brought to you by…” or “underwritten by…” and that sponsorship is announced at the beginning and/or the end of the podcast, and through other recognition.
2. Scripted Live Read – The podcast talent reads verbatim a script supplied by the advertiser. Can be with or without music; front, end, or bookend.
3. Talking Points – The podcast talent or host talks about the advertiser’s company, product or service using talking points supplied by the advertiser, to create a more natural, less-scripted feel.
4. Host Endorsements – The podcast talent or host actually recommends or endorses a product, company or service, coupled by talking points provided by the advertiser.
5. Product Placement / Product Discussion – The host and/or guests on a podcast, or the acted content, discuss or use a product supplied by the advertiser without appearing as if there is a break for a commercial.
6. Sponsored Interstitials – Additional content is inserted within a podcast episode – like a chapter – but without appearing as if it is a commercial. The interstitial content may or may not acknowledge the company sponsoring it, and is usually short in length (perhaps anywhere from :30 seconds to 1 minute).
7. Special Episodes – An entire podcast episode is devoted to content agreed upon by the sponsor or advertiser.
8. Advertorials / Interviews – The podcast host or talent takes a position, opinion or stand on an issue, paid for and acknowledged by the sponsor (advertorial) or when a podcast talent or host interviews a guest provided by the sponsor.
9. Infomercials – An entire episode is devoted to discussing and selling the advertiser’s company, product or service.
10. Contests or Giveaways – Games and free prizes, suggested by the advertiser, agency, or podcast producer, used to build value for the sponsor, primarily, and to build interest and listenership for the podcaster..

## COLLATERALS

Definition: All the other real estate that a podcaster has that may be included as part of an advertising or sponsorship package, or as separate items a la carte.

Examples:

1. Show notes on podcast website
2. ID3 tags in podcast episode file

3. Album Art Cards
  4. Link and banner in enhanced audio podcasts
  5. Overlays, underlays in video podcasts
  6. Web banners, buttons, text links, hyperlinks (using IAB standards)
  7. Email sponsorships
  8. Press Releases
  9. Product sales (CDs, DVDs, merchandise)
  10. Signage/Outdoor (for retail)
  11. Brochures, flyers
  12. Ad sheets or flyers delivered through the RSS feed
  13. PDF-based or other ancillary messages/offers delivered through iTunes
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