

NONPROFIT MESSAGE **GUIDELINES**

The unbiased sound listeners know and appreciate.

Radio and Television Marketing:

- 30 second radio broadcast announcements
- 30 second television promotions created by our experienced production team

Guidelines :

Broad language PSAs you have done for other stations will work here.

Web and digital marketing:

Website banners on alaskapublic.org

Dimensions: 330 pixels wide by 110 pixels tall

Format: .jpg or .gif format

Constant contact banners in weekly newsletter

Dimensions: 620 pixels wide, variable height up to 300 pixels

Format: .jpg or .gif format, static only