

ALL NEWS

**KCBS**

106.9 FM (FM) 740 AM

[kpbs.com](http://kpbs.com)

# STREAMING BROADCAST

*With KCBS.com's multi-media streaming player, your message can now be seen and heard by thousands of active news and information seekers throughout the day. Expand the reach of your media campaign by integrating your brand into the approximately 100,000 KCBS.com monthly streaming sessions.*

## Streaming Player Features:

**Video Pre-roll:** A 15 second video file that plays when the player is opened. The video can include a hyperlink to your website.

**Audio Pre-Roll:** A lone 15 second mp3 file that plays when the player is opened.

**Audio with Graphic:** A 15 second mp3 file with an accompanying graphic that plays when the player is opened. The banner is visible during the audio pre-roll and can include a hyperlink to your website.



**Regular Streaming Banner:** Your banner appears in the streaming player while the KCBS stream is playing.

**Synced Streaming Banner:** Your banner appears simultaneously with your streaming commercial. The synced streaming banner will appear in the "stage", and remains for the duration of your commercial.



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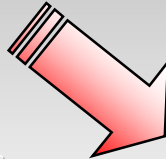
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## Video Pre-roll:

- **Video Length:** 15 or 30 seconds
- **Video Format:** AVI, WMV,
- **FLV Video Dimensions:** 320x240
- **Video Size:** No larger than 2MB



## Audio Pre-Roll:

- **Audio Format:** High-Quality MP3, at least 128kbps
- **Length:** 15 or 30 seconds

## Audio with Graphic:

- **Audio Format:** High-Quality MP3, at least 128kbps
- **Audio Length:** 15 or 30 seconds
- **Banner Dimensions:** 320x240
- **Banner Size:** No larger than 39k
- **Banner Format:** JPEG ONLY



## Regular Streaming Banner:

- **Banner Dimensions:** 180x150
- **Banner Size:** No larger than 39k
- **Banner Format:** JPEG or SWF

## Synced Streaming Banner:

- **Banner Dimensions:** 180x150
- **Banner Size:** No larger than 39k
- **Banner Format:** Only JPEG NOTE: SWF is not currently accepted