Bloomberg Audio

2019 Audio Commercial Material Specification

> File Delivery

We accept mp3 and wav files directly via email, contact details can be found to the right
Alternatively please use one of the following digital delivery platforms;
- Extreme Reach
- Comcast Ad Delivery
- Syncro Services
- Spot Traffic
- Google Drive

> Live Reads

Live Reads are 15 seconds in duration. The first 5 seconds is reserved for the intro (i.e "Bloomberg Daybreak is brought to you by…"), the slug line would be the remaining 10 seconds. Scripts/Copy should be delivered via email to radiotraf@bloomberg.net .

> In-house Production

Please note that if you require Bloomberg to write and produce a radio/audio commercial an additional 5 working days is required on top of the below delivery deadline. Holidays require additional lead time.

> Delivery Deadline

All materials must be received by Bloomberg, no later than 10 working days before the first scheduled air date of the spot. All instructions must be received at least 3 working days prior to transmission. Bloomberg cannot guarantee to meet any scheduled air dates for material received after this deadline.

> Regulatory Bodies

Bloomberg Radio is subject to the Federal Trade Commission (FTC) advertising laws and regulations and the Federal Communications Commission (FCC) identification of sponsorship requirements. Bloomberg Radio reserves the right to reject any material that does not comply. A copy of our advertising guidelines is available upon request.

> UK Radio

All spots must be approved by Radiocentre before airing (Radiocentre is the regulatory body for radio in the UK). Scripts must be provided to Bloomberg at which point they will be submitted via website to Radiocentre for review. Mp3 files are not accepted by Radiocentre. Please note that due to this regulatory requirement for clearance delays may occur to campaign start dates, please adhere to above guidance on delivery and production deadlines.

> Podcasts

We only accept mp3 files for podcasts, wav files are not accepted.
Please note that all host read copy/scripts must be approved by Editorial, this may result in delays to campaign start dates, please adhere to above guidance on delivery and production deadlines.
- Pre and Post Roll commercials should not be more than 15 seconds in duration.
- Mid Roll commercials may be up to 30 seconds in duration.
Podcasts are distributed via the following*
- Bloomberg.com (Ads will run)
- Bloomberg's mobile app (Ads will run)
- Apple Podcasts (iTunes) (Ads will run)
- Megaphone (Ads will run)
- Google Play (Ads will run)
- Stitcher (Ads will run)
- Spotify (coming soon, but those feeds are ad-free)
*Subject to change

> Digital Audio (Triton) – Radio App / Bloomberg.com

We only accept mp3 files for digital audio, wav files are not accepted.
- Pre, Mid and Post Roll commercials should be between 15-60 seconds in duration.
Please adhere to above guidance on delivery and production deadlines.

> Amazon Echo/Alexa

Please see production and delivery guidance above.
- Copy length for Amazon Echo is 5 seconds in duration.

> SiriusXM Satallite Radio

Our partners at SiriusXM have strict file delivery deadlines, please adhere to the above guidance on delivery and production deadlines.

BLOOMBERG RESERVES THE RIGHT TO MAKE ADJUSTMENTS TO THE ABSOLUTE AUDIO SIGNAL OF ANY SPOT RECEIVED IF DEEMED NECESSARY, OR THE SPOT WILL BE REJECTED AND RETURNED TO THE SUPPLIER FOR CORRECTION.

Contact
Traffic Hotline | +1-212-617-5850
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Bloomberg Media Group