

Destination Plus

BROADCAST RADIO

For broadcast campaigns, you must upload the following assets:

- :15 audio spot or completed audio form, if you need the spot recorded

Additional details on requirements below.

Audio:

- :15 audio ad
- Format: WAV, MP3, AIFF, M4A, MP4
- Bit rate: 320 Kbps
- Sample rate: 44.1 kHz
- Length: :15 maximum

Note: If you would like to take advantage of iHeart's radio recording services to record your audio commercial, please download the recording service form (page 2) via the creative specifications page on your portal account.

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If you would like to take advantage of iHeartRadio's free recording service for your :15 audio commercial, please complete the following form fields. This information will be used to inform representatives from iHeartRadio in selecting the most appropriate voice artist to record your :15 audio commercial.

The iHeartRadio Recording Service Form is due to Marcus Thomas four weeks prior to flight date.

Click the link to hear an example of a recorded spot: <https://ohiodevelopmentservices.canto.com/b/I9R0F>

Voice Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female			
Voice Age (choose ONE)	<input type="checkbox"/> 13-17	<input type="checkbox"/> 18-22	<input type="checkbox"/> 23-27	<input type="checkbox"/> 28-32	<input type="checkbox"/> 33-37
	<input type="checkbox"/> 38-42	<input type="checkbox"/> 43-47	<input type="checkbox"/> 48-52	<input type="checkbox"/> 53-57	<input type="checkbox"/> 58-62
Directional Words	STYLE (choose ONE)	<input type="checkbox"/> Conversational	<input type="checkbox"/> Announcer		
	ENERGY (choose ONE)	<input type="checkbox"/> Energetic	<input type="checkbox"/> Laid-Back		
	DELIVERY (choose ONE)	<input type="checkbox"/> Youthful	<input type="checkbox"/> Mature	<input type="checkbox"/> Neutral	
	ADDITIONAL DIRECTION (choose TWO)	<input type="checkbox"/> Cool	<input type="checkbox"/> Funny	<input type="checkbox"/> Refined	<input type="checkbox"/> Sexy
		<input type="checkbox"/> Emotional	<input type="checkbox"/> Informative	<input type="checkbox"/> Rocking	<input type="checkbox"/> Sincere
		<input type="checkbox"/> Excited	<input type="checkbox"/> Professional	<input type="checkbox"/> Sassy	<input type="checkbox"/> Soothing
		<input type="checkbox"/> Fun	<input type="checkbox"/> Promotional	<input type="checkbox"/> Secretive	<input type="checkbox"/> Sweet
		<input type="checkbox"/> Upbeat	<input type="checkbox"/> Other: _____		

FINAL Ad Copy Script CAPITALIZE words to be emphasized; please spell phone numbers.

:15 ad = ~40 words

Pronunciation Notes Include PHONETIC SPELLING or provide reference link; note pronunciation of numerals (e.g., \$2.99 = "two ninety-nine" OR "two dollars and ninety-nine cents")

Additional Notes and Direction Set the scene – the more detail, the better!
