

## Destination Plus

### PODCAST ADVERTISING

**For iHeartRadio Podcast 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.

## Destination Plus

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.

**Voice Gender**       Male       Female

**Voice Age** (choose ONE)     13-17     18-22     23-27     28-32     33-37  
 38-42     43-47     48-52     53-57     58-62

**Directional Words**

**STYLE** (choose ONE)       Conversational     Announcer

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**ENERGY** (choose ONE)       Energetic       Laid-Back

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**DELIVERY** (choose ONE)     Youthful       Mature       Neutral

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**ADDITIONAL DIRECTION** (choose TWO)

Cool                       Funny                       Refined                       Sexy

Emotional               Informative               Rocking                       Sincere

Excited                       Professional               Sassy                       Soothing

Fun                               Promotional               Secretive                       Sweet

Upbeat                       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!