ICT

The future of media is Indigenous.

ICT NEWSCAST

74%
PBS Stations

120+
Markets

250M
Households

98M
Adults 18-49
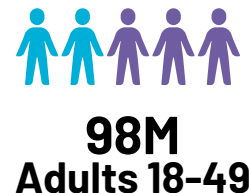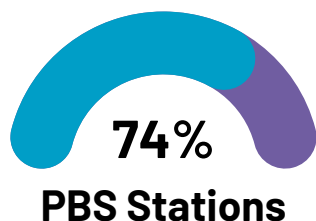
The ICT Newscast is the only U.S. broadcast news program that brings audiences Indigenous storytelling through the context of the history and cultures of Indigenous people. The half-hour newscast airs weekly on nearly 300 stations, covering every state, Australia, and parts of Canada through our partnerships with PBS, WORLD, FNX, Free Speech TV, and SBS (Special Broadcasting Service) stations

FREQUENCY	:15	:30
WEEKLY	$575	$690
QUARTERLY	$7,500	$9,000
ANNUALLY	$30,000	$37,500

SPONSOR A REPORTER $50,000
A one-time grant or gift will endow a reporter. We are especially interested in legacy gifts to honor particular authors.

Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org
Courtney Habrock | Account Executive | courtney@ictnews.org

TECHNICAL SPECIFICATIONS

DIGITAL SPECS
GENERAL REQUIREMENTS

- 40k max GIF/JPEG; 40k max Flash; up to 3 loops with 15 seconds max animation (loops combined).
- Flash (.swf) must have the following clickTag variable:
  - Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button: on (release) {getURL (clickTag,"_blank");}
- Clickables must open a new window for the landing pages when clicked on.
- Types that we cannot accept include, but are not limited to:
  - Click URLs that spawn exit popups/popunders
  - Rapid animating, blinking and/or flashing
  - Items that open a download page
  - Items that download anything on page load, mouse-over or on click — it must first go to the landing page where a download prompt may be allowed, if the user chooses 'No' or closes the download prompt, they cannot be prompted again
  - Items that indicate the user is a winner, can be a winner, will win something, or will receive a free item by clicking on the banner, etc. or if a user has to sign up for or buy something in order for them to "win" and/or for a product to be "free"
  - Items promoting any form of gambling or gambling sites

- **Items with transparency. All items with background color that is the same as the page it is running on, requires a border around them.**
- **The brand or sponsor must be clear, readable and recognizable; should show the sponsor's logo or company/ product brand.**

MOBILE SPECS
CREATIVE FORMATS
Supported formats are GIF (87/89a—animated), JPEG, and PNG. Static GIFs are preferred over animated GIFs. Animated GIFs should follow KB size limits above, with a maximum play time of 15 seconds and 3 loops/ iterations. At this time, animated GIFs are supported on Android version 2.2+ only.

CLICK-TO-DIAL
Must provide a phone number and a back-up mobile site click-through URL.

JUMP PAGE
- Supported formats: XHTML, CHTML, WML.
- Title: Less than 20 characters
- Graphics: Image width should follow item dimensions, above. The height can vary according to the company
- Copy: Less than 150 characters is recommended but more can be accommodated. Font style and size are handset

ICT reserves the right to reject any submissions.