

## **RADIO MASTER FILE SPECS**

**When it comes to radio master files, things can get a little tricky because of the difference in equipment stations use to enter PSAs into their system. For the most part, an .MP3 file works, but in one campaign distribution using CDs with MP3s, we found out that not all stations are using PCs in their production chain. There are still some smaller market stations which use CD-audio to record PSAs onto broadcast carts, and then play those cartridge tapes on the air.**

**To ensure that all stations can use your PSAs, you should provide what is called "Enhanced CDs," containing the CD-Audio tracks, along with CD-ROM/MP3 files, which are in a user-friendly format. Additional authoring costs for the Enhanced CD (also known as CD Plus or CD Extra) are minimal, and disc replication and packaging costs the same no matter how much data you load onto a CD.**

**In terms of technical specs, for your MP3 files, use a sampling frequency of 44.1kHz and a bit rate of at least 128 kb/sec, and 192 or 390 kb/sec is even better – especially if your message contains music. When you create MP3 files, try to give them user-friendly, descriptive file names - such as: "OurOrg\_5kWalk\_Country\_30.MP3," "OurOrg\_5kWalk\_Rock\_30.MP3," which helps program directors align your PSA approach with the appropriate program.**

**As far as CD capacity is concerned – the amount of content that can be included on a CD - here are some guidelines.**

**Generally, you can get 74 minutes of audio on a CD, which provides 650 megs of capacity, but that could change depending on the file format you use. For radio, total capacity depends upon the type of file you send, i.e. .wav versus .mp3. With .wav format, you can get more program material on the disk, but there are user issues. Thus you are better off using the .mp3 format, even if that means putting less program material on the CD, because you will increase the chances it will get used.**

**Fopr Digital Audio Files (DAT0, either .Mp3, .WAV, Audio .WMV, or Audio CD will work.**

**The same rules that apply to TV in terms of kill dates and non-English language versions should be observed for radio masters.**