

## Delivery specifications FM Radio 2024

### Requests & Broadcast Instructions

**Requests:** Submit requests no later than 2 business days before the campaign begins by 12:00 PM via email to [planning@oms.fm](mailto:planning@oms.fm).

**Broadcast Instructions:** Submit broadcast dates, Ear-IDs, titles, and campaign details no later than 2 business days before the campaign begins by 12:00 PM in an email to [traffic@oms.fm](mailto:traffic@oms.fm). If the audio is newly delivered in EAR, please specify the exact titles and their EAR IDs. When reusing spots not older than a year, provide the spot numbers feedbacked by Traffic. Always mention the campaign involved. Without complete broadcast instructions via email, the campaign will not commence.

### Technical specifications

The delivered audio file must comply with the following specifications:

- Linear WAV file
- 48 kHz (other sample frequencies are not accepted)
- 16 Bit Stereo. (For mono recordings, two identical channels.)
- Maximum 3 seconds of silence
- Maximum (peak) sound level of -6 dBfs relative to 0 dBfs
- Delivered via Ear.nu to one or more of our stations

### Delivery Deadlines

To start the campaign on the desired date, the request, audio, and broadcast instructions must be delivered on time according to the schedule below.

Start campaign	Delivering Material
Monday	Thursday before 12:00 PM
Tuesday	Friday before 12:00 PM
Wednesday	Monday before 12:00 PM
Thursday	Tuesday before 12:00 PM
Friday	Wednesday before 12:00 PM
Saturday	Thursday before 12:00 PM
Sunday	Thursday before 12:00 PM

**Adjusted deadlines are applied around holidays, which can be found in [this document](#).**

### EAR

Talpa Network sets high standards for the sound quality of its radio broadcasts, including both music and commercials. For optimal playback and processing of commercials, Talpa utilizes EAR (Electronic Advertising Delivery for Radio).

EAR is an external online platform where audio can be uploaded and accompanied by data. Creating an account and uploading audio is free of charge. More information can be found at [www.ear.nu](http://www.ear.nu). Audio sent as an attachment in an email or via a web link will not be processed. Spots uploaded via EAR but not to Radio10, 538, SkyRadio, Veronica, 100%NL, SLAM!, and/or Sublime are considered not delivered.



### **EAR ID**

When an audio file is successfully uploaded, the uploader receives an automatic confirmation containing the unique EAR ID (EAR-XXXXXXX). Each audio file has its own EAR ID, which remains the same for all selected radio stations. This EAR ID must be provided alongside the title in the broadcast instruction email sent to [traffic@oms.fm](mailto:traffic@oms.fm). Without the EAR ID, a commercial cannot be included in the National Listening Survey and therefore cannot be broadcasted.

### **Length of radio commercials**

Radio commercials are accepted with lengths of up to 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, and 60 seconds. Non-standard lengths are rounded up to the nearest multiple of 5 seconds. The length of radio commercials is measured in seconds from the first moment of audio.

Example:

A commercial of 10.00 seconds is scheduled as a 10-second spot;  
a commercial of 10.01 seconds is scheduled as a 15-second spot.

### **Buma/Stemra**

The Buma/Stemra field must be completed as fully as possible by the audio producer. This can be done within the EAR environment or by adding the Buma form. This form can be downloaded from [www.cuesheet.nl](http://www.cuesheet.nl) or requested by phone from Buma/Stemra, Audiovisual Productions Department: +31 23 799 79 99. For more information, visit [www.bumastemra.nl](http://www.bumastemra.nl).

### **Storage and Spot Number**

Due to music and voice rights, processed commercials from EAR can be used for a maximum of 1 year from the first broadcast date. We provide a spot number for each processed commercial, which should be referenced when it is repeated in another flight or campaign. Unused, submitted commercials are stored within EAR for a maximum of 1 month. Because databases need to be regularly cleaned up, it may be necessary to resubmit spots after 1 month.

### Contact

Name	Phone	E-mail	Role
General Talpa Network	+31 (0)35 625 27 27	planning@oms.fm/traffic@oms.fm	
Emergency outside office hours: Nynke Visser	+31 (0)6 102 28 350	traffic@oms.fm/planning@oms.fm	AV Lead
Kees Vos	+31 (0)6 11 31 88 26	kees.vos@oms.fm	Senior Planning
Louise Mulder	+31 (0)6 52 41 55 60	louise.mulder@oms.fm	Planning
Debby Bouwmeester	+31 (0)6 15 54 97 90	debby.bouwmeester@oms.fm	Planning
Esther van der Eijk	+31 (0)6 55 45 43 50	esther.vandereijk@oms.fm	Planning
Andre Willigenburg	+31 (0)6 15 09 71 12	andre.willigenburg@oms.fm	Planning
Sheng-Yi Cai	+31 (0)6 30 17 63 65	sheng-yi.cai@oms.fm	Traffic
Roel Hoekstra	+31 (0)6 83 64 59 34	roel.hoekstra@oms.fm	Traffic & Audioboarding
Jelle van Dijk	+31 (0)6 38 63 22 59	jelle.dijk@oms.fm	Traffic

### Address Details

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