

Delivery Specifications FM Radio 2026

Campaign requests & Broadcast instructions

Campaign requests: Are to be sent at least 2 working days before the first broadcasting day at 12:00 to planning@oms.fm.

Broadcasting instructions: Dates of broadcast, commercial numbers, titles and campaign details are to be sent by e-mail, 2 working days in advance of the first broadcasting at 12:00 the latest, to traffic@oms.fm.

If the audio is newly delivered in the Audify Hub, please mention the exact title and the file- ID's. If a commercial is re-used, please mention the commercial code provided by Traffic in a previous campaign.

To prevent double datasets from forming, please mention if the commercial has already been used before and when.

Always mention which campaign the instructions are for.

Without the instructions being complete, the campaign cannot commence.

Technical Specifications

The uploaded audio file has to be compliant to the properties mentioned below :

- Linear WAV file
- 48 kHz (other sample frequencies aren't accepted)
- 24 Bit Stereo. (Two identical tracks in case of a mono recording.)
- Maximum 3 seconds of silence.
- Maximum (peak) soundlevel of -1 dBfs based on 0 dBfs scale
- Uploaded via Audify Hub to (at least)one of our radio channels
- Minimum length of 1 second
- Maximum length of 90 seconds
- Loudness: R128 by EBU. (<https://tech.ebu.ch/docs/r/r128.pdf>)
- Disbalance between L + R max. 40dB

Delivery deadlines

To start the campaign at the desired date, the campaign request, audio and the broadcast instructions need to be delivered at the deadlines as shown below.

Start campaign	Delivery deadline
Monday	Thursday before 12:00
Tuesday	Friday before 12:00
Wednesday	Monday before 12:00
Thursday	Tuesday before 12:00
Friday	Wednesday before 12:00
Saturday	Thursday before 12:00
Sunday	Thursday before 12:00



Around the holidays, we have adapted delivery deadlines, which are available at Talpanetwork.com or on request.

Audify Hub

Talpa Network wants to maintain the highest sound quality for its programs as well as the commercial breaks. For an optimal processing of the commercials, Talpa uses the Audify Hub. This is an external, online platform for uploading audio and providing metadata. Creating an account and uploading commercials is free of charge. More information can be found at [Audify Hub · Audify](#).

Please Note: Audio delivered as an attachment via e-mail or weblink cannot be processed. Commercials uploaded in the Audify Hub, but to Talpa, Mediahuis and/or OMS, are considered to be undelivered.

Commercial number

When a commercial is successfully uploaded, the sender receives an automatically generated confirmation, in where the number is mentioned. Every number is the same for every different station on which the commercial is delivered. This number is, as is the title, mandatory to be in the broadcast instructions and sent to traffic@oms.fm.

Without a valid commercial number, a commercial can't be monitored in the Nationaal Luister Onderzoek and therefore not be broadcasted.

Commercial length

Radio commercials are accepted with a length from 1 till 90 seconds. Lengths are rounded up to a multiple of 5 seconds. The commercial length is measured from the first moment of audio in the file.

Example:

Audio with a length of 10,00 seconds will be booked as a 10 second commercial. Audio with a length of 10,01 seconds will be booked as a 15 second commercial.

Buma/Stemra

The Buma / Stemra form is to be filled in as complete as possible. There's an option in the Audify Hub itself to do this. The other option is to upload an external file to Audify. This file can be found at www.cuesheet.nl or via telephone at Buma Stemra, department of audiovisual productions: (+31)23-79978289. For more information, please check: www.bumastemra.nl.

Storage and commercial codes

It is no longer needed to re-upload a commercial after a year. But we will clean out our databases regularly. Therefore, we ask to hold on to commercial numbers and -codes and refer to them in case of a re-use of files.

In case of copyright issues, please contact Audify.

Contact

Naam	Telefoon	E-mail	Functie
Talpa Network (general)	+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

Adress

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