

CLIENT-PRODUCED CONTENT

Creative Specifications

If you will be producing your own video or still ad:

- Video ads should be 640 pixels wide by 480 pixels high for full screen playback or 820x480 for window display. Still ads should be 1024 pixels wide by 585 pixels high.
- Video should be 15 seconds long at 30 frames per second
- Video files should be provided as either 24 or 32 bit QuickTime or AVI formats.
- All popular graphic formats are compatible (GIF/JPEG/etc)
- If converting from a web spot, please do not scale up smaller-size imagery since this will cause a noticeable degradation in quality. Please reimport high-res artwork before rendering out the final creative as a QuickTime or AVI file.

Tips for producing great content

Sizing:

- Your audience will be 3'-5' away from the screen and we are a silent medium. Please take this into account and be sure that your ad copy is legible from that distance. We suggest font sizes of no lower than 20 PT for message copy. Legal copy can be as small as necessary.
- Short, simple copy works for easy comprehension, if you can't read your copy out loud in 15 seconds its too long.
- Please use thick-lined, San Serif fonts and avoid thin-line or script fonts for main copy.

Video Footage:

- Video footage should be cropped or reduced to fit our ad space. Please do not distort the footage aspect ratio to fit our 640x480 ad space.
- Please give consideration to broadcast safe colors when determining your ads color palette.

From Flash:

- Please choose Export Movie and save the file as a QuickTime Video with the compression set to "none". This is not the same as Publishing the file. You get a much larger and higher quality file from exporting. We do not accept SWFs as final creative - the resolution for contained raster objects is too low.

File Delivery

Files may be delivered on CD-ROM as an uncompressed AVI or QuickTime file format, playing at 30/FPS, 15 seconds in duration. FTP is available on request.

Ad Profile

Video should be 640x480 for full screen playback or 820x480 for window display.
Still ads should be 1024x585 pixels.



For Questions Please Contact

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