

Finished Advertisement Specification

The following specifications are for completed advertisements supplied to **DecisionVision** from an external agency or client for immediate broadcast across the **DecisionVision** network.

Advertisement must be 10 seconds in length unless prior arrangements have been made with us.

Video File Format

Preferred format is MPEG1, MPEG2 or MPEG4 with standard Codec
Or Quicktime MOV, Windows Media WMV version 7/8, DivX, Flash

Aspect ratio of 4:3 or 16:9

For best results all video file should be 25 frames per second

Resolution of videos should be either 800x600 or 768x576

Audio should be 16 bit with a sample rate of 44kHz with 2 channels (stereo)

All completed video files must be received 5 working days before commencement of broadcast.

Specification Requirements of Product/Brand advertisement creation

The following specifications are for artwork/media assets supplied to **DecisionVision** from an external agency or client for the creation of an advertisement for broadcast across the **DecisionVision** network.

Product/brand information

Suggested marketing messages

Any specific font requirements

Any specific colour scheme (pantone reference)

Product images and/or pack shots at the highest resolution

Logos at the highest available resolution

Sound effects guidance or supply of audio file

Audio should be 16 bit with a sample rate of 44kHz with 2 channels (stereo)

If a voice-over is required please state gender, age (young/mature) and accent

All completed video files must be received 10 working days before commencement of broadcast.

All media should be sent marked URGENT for the attention of:

Media Production Department
DecisionVision Limited
2 Wilford Business Park
Ruddington Lane
Nottingham NG11 7EP



DecisionVision Limited

2 Wilford Business Park, Ruddington Lane, Nottingham, NG11 7EP

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Registered in England No. 2666839

