

# CREATIVE

## Producing work for Sub.tv - Creative Hints



□ stage size    □ text safe

### Guideline

Please ensure that you leave a safe area (area with no text) at the edge of the picture. As a rough guide use the centre 85% of the screen for text - this will ensure that no cropping occurs when shown on Sub.tv. In our bar environment, viewers may be several metres away from the screens therefore copy should be clear and bold. We recommend using a font of at least 36pt for your main message.



### Sidebar

We require a still or flash animation sidebar with every campaign. The Live TV section of our screens is 4:3 (640x480) which leaves a very useful (216x480) "sidebar" strip down the side of the screens. This space is high impact due to its direct proximity to the Live TV area - anyone watching the big game will also see your message.

### Sound

Sub.tv is a channel based around music videos and other content with sound. As our screens are sited in busy venues, sound is very important to any campaign. It is also important to check sound levels before sending us media - see the technical specifications for details.

### Media Deadlines

The deadline for receipt of final signed-off media for Sub.tv is seven working days before the live date. On receipt we encode all video to a standard format, upload and check at every local site to ensure that your campaign plays as specified. If you do not think you will be able to provide media by this time please contact us as soon as possible. This deadline does not include additional time required if we are providing in-house production or post-production services - time scales for this vary and will be agreed in advance.

## Technical Enquiries

tel: 020 7881 2539 | e-mail: [phildickinson@sub.tv](mailto:phildickinson@sub.tv)

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## Tech Specs

### Accepted Formats

#### Video

- ✓ Beta SP
- ✓ Mini DV
- ✓ DVD Video
- ✓ Macromedia Flash (Save as Version 7)

#### ✗ DigiBeta\*

These look very similar to Beta SP but are normally in a blue box rather than a grey one - if you are unsure please double check before sending.

#### Still/Flash

- ✓ Jpeg (RGB only)
- ✓ Macromedia Flash (Save as Version 7)

#### ✗ CMYK

Please contact us in advance regarding any other formats (AVI/MPG/GIF etc).

### Sizes

#### Video

PAL 16:9 Widescreen (D1/DV PAL)  
PAL 4:3 Full Screen (D1/DV PAL)

#### Still/Flash

216 x 480 Sidebar  
856 x 480 Widescreen

### Audio

Please ensure all audio is stereo and does not clip. Ideally audio should be set to peak at -5db. It is especially important to check these levels before sending Flash files with audio.

### Flash

Save as Flash v7 .swf  
25 fps (frames per second)  
No embedded video clips  
No bitmap transitions  
Double check audio levels (see above)

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