



The HealthClub channel logo consists of the words 'HealthClub' and 'channel' stacked vertically in a white, sans-serif font, enclosed within a light blue rectangular border with a double-line effect.

HealthClub Channel Guidelines

With a HealthClub Channel campaign you will be providing an advertisement to go into some of the most stylish and commercially minded Health clubs in the UK. It is advisable to keep the advert up-beat to attract, inform and entertain the audience as they exercise. Music will enhance the ad, which airs on the in-club music channel with full audio.

Description Price (+VAT) Encoding of existing advertisement or promotion provided in MPEG2, (full uncompressed version) AVI, DVCAM, Beta SP or Digi Beta format (up to 60 seconds of content and 1 creative) Price Included.

Additional creative executions require a £750 charge for additional encoding

It makes no difference if the footage is interlaced, as it will be de-interlaced and made 4:3 anyway.

Advert should be supplied 7 days prior to live date

Please upload the ad to our secure FTP site:

<ftp://89.234.0.154/>

Username is: demo_upload

Password is: aZ54dM0

The password is Caps Sensitive and the last character is a ZERO.

Video format

Codec: MPEG-2 LGOP Program Stream.

Bit-rate: 5mbps.

Frame Size: PAL 720 x 576.

Aspect Ratio: 4:3.

Audio format

Codec: MPEG 1 Layer II.

Bit-rate: 256kbps.

Sampling: 48khz.

Channels: 2 (Stereo).

***NB Gym Chain Head Offices need to approve all content on the channel.**

Please e-mail through a compressed mpeg or QuickTime version of the creative (under 4MB) if available to jill.lee@boomerangmedia.co.uk or Ninad@boomerangmedia.co.uk, and cc in Lauren.mercer@boomerangmedia.co.uk as this will aid approval process by gyms



If sending Digi Beta by post please mail to:

Boomerang Digital
Manor House
Manor Park
Aldershot
GU12 4JU

