

COMMERCIAL SPOTS

Deadline: Standard pre-roll: 24 business hours before flight start

- Sponsorship: 1 week before flight start

Preferred Format: HD (High Definition)

HD Specs: Wrapper: QuickTime/MOV or MXF

- Preferred Codec: Apple Pro Res or XDCAM / Also accepted: H.264
- Preferred Aspect Ratio: 16:9 1080i or 720p (4:3 safe)
 - Also accepted: 16:9 1080i or 720p Pillared
- Frame Rate: 29.97 fps, 59.94 fps, or 23:98 fps
- Audio: Stereo Pair / AUDIO LIMIT -12
- 3-5 frames of black only at the head and tail of video
 - No bars, slates, or copyright

Digital Delivery or Tape Format:

- Extreme Reach
 - Destination ID: 59409
 - Destination Name: Music Choice
 - Market: Network
 - Customer ID: 14490
 - Customer Name: Music Choice
- DMDS
- Universal
- Also accepted: HDCAM

Materials may be sent via your FTP site.

Please include:

- Agency Name
- Contact Name
- Phone Number/Email
- IP Address/Login Information

Please include commercial instructions:

- Client
- Product
- ISCI Code
- Length
- Flight Dates

Commercial Clearance:

Submission of a commercial to air on Music Choice shall constitute the advertiser's and/or agency's warranty that all elements of commercials have been cleared for air with respect to all intellectual property rights: this includes but is not limited to rights of privacy and master, mechanical, performance and synchronization rights for music.

SPONSOR BILLBOARD & PLAYLIST GRAPHICS

Deadline: 3 weeks before flight start

Preferred Format: Layered Photoshop file/PSD (HD)

- Also accepted: EPS, JPEG, TIFF or TARGA

Include:

- Logo, product images, tagline/copy points, video or sample animations, copyright, ratings, brand guidelines, such as fonts, colors & clear space
- Copy blurbs should be short – billboards are on-screen for 5-10 seconds

Graphic Specs:

- Aspect Ratio: HD: 16:9 (1920 x 1080 pixels) / SD: 4:3 (720 x 486 pixels)
- Minimum Graphic Resolution: 72 dpi

AD / PROMO PANELS

Deadline: 2 weeks before flight start

Preferred Format: Layered Photoshop file/PSD (HD)

- Also accepted: EPS, JPEG or TIFF

Include:

- Logo, product image(s), tagline/copy points, copyright/ratings information, brand guidelines, such as fonts, colors, clear space, etc.
 - The most effective ad panels have simple, straightforward designs – image, logo, copy blurb

Graphic Specs:

Minimum Graphic Resolution: 72 dpi

CONTACTS

Spots and Instructions to Traffic:

Colleen Cusack ccusack@musicchoice.com

Graphics/Sponsorship Materials to Marketing:

Joanna McKeever jmckeever@musicchoice.com

Amanda Thomas-Whitfield athomaswhitfield@musicchoice.com

Music Choice

328 West 34th Street

New York, NY 10001

646.459.3300