

Spots: Video On Demand & MC Play

Deadline: 1 week before flight start

Preferred Format: HD (High Definition)

HD Specs:

Wrapper: QuickTime/MOV or MXF

- Codec: Preferred: Apple Pro Res or XDCAM
 - Not preferred, but also accepted: H.264
- Aspect Ratios:
 - Preferred: 16:9 1080i or 720p (4:3 safe)
 - 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).

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. Changes of commercial copy within two weeks of current flight will be accommodated as soon as operation permits.

Ad Specs & Creative Guidelines



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

Overlay & Sponsor Graphics: VOD & MC Play

Overlays are created in HD

Deadline: 3 weeks before flight start

Preferred Format: Layered Photoshop file/PSD (HD)

- Also accepted: EPS, JPEG, TIFF or TARGA

Include:

- Logo, product image(s), tagline/copy points, video (if applicable), copyright/ratings information
 - Overlays are on-screen for <10 seconds, please keep that in mind when submitting copy

Graphic Specs:

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

Ad Panels: Music Channels

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, video (if applicable), copyright/ratings information
 - The most effective ad panels have simple, straightforward designs – image, logo, copy blurb

Graphic Specs:

- Minimum Graphic Resolution:
 - 72 dpi

Spots and instructions to Traffic:

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