

## DEADLINE:

- Standard pre-roll: 48 hours before flight start
- Mid-roll: 5 business days before flight start

## SPECS:

- Format: HD
- 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.

**DEADLINE:** 2 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, brand guidelines, such as fonts, colors and clear space
  - Copy blurbs should be short – billboards are on-screen for 5-10 seconds

**SPECS:**

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

**SPOTS & TRAFFIC INSTRUCTIONS:**

Colleen Cusack

Traffic & Inventory Manager

[ccusack@musicchoice.com](mailto:ccusack@musicchoice.com)

**GRAPHICS/SPONSORSHIP MATERIALS:**

Amanda Thomas-Whitfield

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**MUSIC CHOICE**

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