

AD / PROMO PANELS

If Music Choice is creating your ad panel

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

AD / PROMO PANELS

If you are creating your ad panel

Deadline: 1 week before flight start

Graphic Specs:

- Minimum Graphic Resolution: 72 dpi
- Size: 480 x 544
- Format: JPEG (do not save for web)
- Aspect ratio: Square
- Color Profile: SDTV NTSC
- Minimum Font Size: 18 pt.
- Ensure fonts are legible in both size and weight
- Bolder fonts work best; avoid thin ornate fonts
- Leave clear space (no text) around the edges of the ad

Template: Refer to the MC ad panel template for additional guidelines

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COMMERCIAL SPOTS & PAID PROGRAMMING

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.

CONTACTS

Spots and Instructions to Traffic:

Colleen Cusack ccusack@musicchoice.com

Graphics to Sales:

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Music Choice

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