Production Guidelines

VIDEO

- Video 1920 x 1080 preferred, codec: ProRes 422, audio: stereo 24 bit
- Aspect ratio is 1:1

Note: Compressed web videos sent for footage or completed messages use can not be used.

LOGOS & PHOTOS

- High resolution, Vector graphics EPS files. JPEG is acceptable, but not preferred
- Send 3-4 photos for :15 messages, 6-8 photos for :30 messages
- Provide 1920 x 1080 pixels banner ad with outer edge 20% clear for safe space

Note: Compressed photos/logos sent for image or graphic use will not be accepted.

FILE TRANSFER

If files are too large to email, use alternative transfer methods such as Dropbox or Google Drive.

DEADLINE

Copy and artwork are due Friday at 4:00 to begin airing in six working days.

PBS Utah

Copy Guidelines

All PBS Utah sponsor messages are :15 or :30 excluding the preamble.

COPY MAY:

- Describe the business
- Mention one specific product or brand name
- Depict up to three generic product lines or target markets in addition to one specific product
- Use a fully animated treatment of a logo, and in most cases, a slogan
- Include web address or phone numbers

COPY MAY NOT INCLUDE:

- Qualitative, superlative, or comparative claims Ex: "XYZ Company is the best in town!"
- Price or value information
- Endorsements or demonstrations of customer satisfaction
- Spokespersons
- Calls to action Ex: "Don't wait, call XYZ today!"
- Music with lyrics. Music without lyrics is acceptable.
- Pronouns Ex: Their, They, Its, Hers, Our, His, etc."

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