

# PBS Utah

## 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, alternative transfer methods such as Dropbox or Google Drive may be used.

### DEADLINE

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



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## 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.

