

15 seconds

CUSTOMIZED PROMO-AD



CONTENT SPECIFICATIONS

VO

- Mention of the program title to be promoted, with its air date and time

SUPER/VISUAL

- In the advertiser's brand image and colours
- Visual of the product/packaging allowed
- Advertiser's logo
- Program title to be promoted, with its air date and times

NOTES

- No commercial offer or "call to action"
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- If produced by the advertiser: Creative concept must be developed in collaboration with Télé-Québec's media creative team. Visual concept/script must be approved by Télé-Québec before airing

TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"> • 1920x1080 • Constant 29.97 frames/sec interlaced, upper filed first • Safe title zone: 90% height and width of the full HD picture
	<ul style="list-style-type: none"> • PCM, 48kHz, 24-bit, -2dBTP Max. • An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1) • Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8 • Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	<ul style="list-style-type: none"> • 1 field maximum tolerable sound and picture misalignment
Time Code	<ul style="list-style-type: none"> • Drop frame mode, continuous (from start to end – not visible on screen) • Start at 10;00;00;00 • No lead-in/lead-out, advertising only
Close Captioning (CC)	<ul style="list-style-type: none"> • All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC). • Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music" must appear in the closed captioning throughout the commercial.
	<ul style="list-style-type: none"> • The length of the CC file must be the same as the length of the video file. The same applies to the time code • The CC file needs to be structured for 29.9fps, Type: drop frame

If produced by Télé-Québec

Elements required :

- Creative brief.
- All visual materials for editing and/or animation, Logo, photos, typography, icons, advertiser branding elements required for animation

MATERIAL DELIVERY

TELEVISION

The file delivery method shall be by upload. You can use these paid delivery services or our FTP site:

- LaMajeure
- Extream Reach

or

- FTPsite: transit.telequebec.tv/public/Pubs/

Username: inviteftp

Password : wjufr(h37

IMPORTANT: when the material is uploaded, you must inform us via email at the following address: routage@telequebec.tv

For all questions related to material, you can communicate with: routage@telequebec.tv