



10 or 15 seconds

# BRAND ASSOCIATION BILLBOARD

## TECHNICAL SPECIFICATIONS

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

<b>If produced by Télé-Québec</b>	<b>Required elements :</b>
	<ul style="list-style-type: none"> <li>• <b>Creation Brief.</b></li> <li>• <b>All visual materials for editing and/or animation:</b> <ul style="list-style-type: none"> <li>• <b>Logo, photos, typography, icons, advertiser branding elements required for animation</b></li> </ul> </li> </ul>



## EXAMPLES [HERE](#)



## CONTENT SPECIFICATIONS

### VO

- Promotion of the advertiser's product or service
- Reference to the associated content while incorporating the name of the sponsor.
  - This program is presented by...

### SUPER/VISUAL

- Branded to the advertiser's brand image and colors.
- Visual of packaging allowed.
- Advertiser's logo.
- Advertiser's website.

### NOTES

- Commercial offers or "call to action" are allowed.