



15 seconds

# CUSTOMIZED PROMO-AD

## TECHNICAL SPECIFICATIONS

Video	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>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><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></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<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>
Close captioning (CC)	<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><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><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

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



## 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 colors.
- 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.

