



15 seconds

SPONSORED EVENING LINE-UP

TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none">1920x1080Constant 29.97 frames/sec interlaced, upper field first
	<ul style="list-style-type: none">Safe title zone: 90% height and width of the full HD picture
Audio	<ul style="list-style-type: none">PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">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 10:00:00:00No 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
	<ul style="list-style-type: none">The CC file needs to be structured for 29.9fps, Type: drop frame

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

EXAMPLES HERE



CONTENT SPECIFICATIONS

VO

- Mention of the programs in the lineup, with their air dates and times.

SUPER/VISUAL

- Branded to the advertiser's brand image and colors.
- Visual of packaging allowed.
- Advertiser's logo.
- Titles of the programs in the line-up, with their air dates and times.

NOTES

- No commercial offer or « call to action ».
- Télé-Québec's logo must appear in the message.

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.