



15 seconds

SPONSORSHIP BILLBOARD

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 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 10:00:00:00• 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.• 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	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
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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.
 - Example: (program) is brought to you by (advertiser)

SUPER/VISUAL

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

NOTES

- No commercial offer or "call to action"
- Only available to program sponsors
- If produced by the advertiser: Visual concept/script must be approved by Télé-Québec before airing