

VIDEO GUIDELINES

Bars & Restaurants



Please use the guidelines below to help you determine if your video meets the specifications to play at the Bars & Restaurants venues.

▶ What file types are accepted? MPG

▶ What other specifications do I need to meet?

Duration: 15 or 30 seconds

Size: 800W x 600H

File Size: Less than 4MB for 15 sec

Aspect Ratio: 4:3

Less than 8MB for 30 sec

▶ Best Practices:

Please use the helpful suggestions below to create a successful commercial for your locations based TV advertising campaign:

- **High quality photography and videography**
- **The commercials playing on the PlayMyAd Bars & Restaurants Network DO NOT play audio. Make sure to display important points as text on the screen.**
- **Keep any call-to-action on the screen for at least 3-5 seconds (or even the entire length of the ad)**
- **Include a promotion or incentive with your commercial. For example, 2 for 1 drinks if you mention this ad.**
- **Make sure to include relevant contact information such as phone number, website, and location of your business (for example, "Located in the Target shopping center")**

Unacceptable Content:

- ▶ Certain content is prohibited at the Bars & Restaurant locations. By not adhering to these standards, your commercial may be rejected by the network and unable to air at your desired location. The following content is prohibited:

- DUI ATTORNEYS
- RELIGION OR POLITICAL
- FIREARMS AND SHOOTING RANGES
- ADULT ENTERTAINMENT AND SERVICES*
- DRUG RELATED
- SMOKING/TOBACCO PRODUCTS
- FEMININE HYGIENE PRODUCTS
- GAMBLING*
- SEXUAL CONTENT
- ANYTHING PROHIBITED BY LAW
- ERECTILE DYSFUNCTION MEDICATION
- NO BAR COMMERCIALS IN BARS
- OFFENSIVE CONTENT
- PYRAMID AND OTHER SCAMS
- TATTOO AND PIERCING*
- NO RESTAURANT COMMERCIALS IN RESTAURANTS

* Allowed at select locations, but prohibited at National Chain Restaurants

** Cannot mention Buffalo Wild Wings in the commercial

QUESTIONS?

(888) 411-6923 | support@playmyad.com

www.PlayMyAd.com