



VIDEO GUIDELINES

College Campuses

Please use the guidelines below to help you determine if your video meets the specifications to play at the College Campus venues.

▶ **What file types are accepted? WMV, MOV, MJPEG, JPEG**

▶ **What other specifications do I need to meet?**

Size: 1280 W x 720 H

Duration: 15 or 30 seconds

Aspect Ratio: 16:9

▶ **Best Practices:**

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

- **High quality photography and videography**
- **The commercials playing on the PlayMyAd College Campuses Network DO play audio, but try to put important information text on screen as well as in the audio.**
- **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, receive \$10 off with a student I.D.**
- **Make sure to include relevant contact information such as phone number, website, and location of your business (for example, "Located across the street from the college bookstore")**

▶ **Unacceptable Content:**

Certain content is prohibited at the College Campus 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:

- LEWD SEXUAL CONTENT
- TOBACCO
- ALCOHOL
- TATTOOS*
- POLITICAL*
- OTHER CONTENT THAT MIGHT BE DEEMED OFFENSIVE OR INAPPROPRIATE

*Allowed at college campuses, but not allowed at Barnes & Noble locations

QUESTIONS?

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www.PlayMyAd.com