

## VIDEO GUIDELINES

### College Gyms



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

#### ▶ What file types are accepted?

WMV or SWF

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

**Size:** 1024W x 636H

**Duration:** 15 or 30 seconds

#### 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 Gym Network DO NOT play audio. Please place important information in text on 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, \$100 off your first home cleaning if you mention this ad.**
- ▶ **Make sure to include relevant contact information such as phone number, website, and location of your business (for example, "On the corner of Main Street and Vine Street").**

#### ▶ Unacceptable Content:

Certain content is prohibited at college gym 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:

- |                                |                                    |  |
|--------------------------------|------------------------------------|--|
| - LIQUOR STORES                | - BAIL BONDS                       | - NIGHT CLUBS, BARS, OR RESTAURANTS THAT PROMOTE ALCOHOL |
| - TOBACCO BUSINESSES           | - DUI ATTORNEYS                    |  |
| - PROLIFE/ABORTION CLINICS     | - GENTLEMEN CLUBS                  |  |
| - PREGNANCY COUNSELING CENTERS | - EMBRYO/SPERM DONATION RELATED AD |  |

### QUESTIONS?

(888) 411-6923 | [support@playmyad.com](mailto:support@playmyad.com)

[www.PlayMyAd.com](http://www.PlayMyAd.com)