

VIDEO GUIDELINES

High Rise Elevators



Please use the guidelines below to help you determine if your video meets the specifications to play at the High Rise Elevator venues.

▶ What file types are accepted?

AVI, MOV, SWF

▶ What other specifications do I need to meet?

Size: 448W x 252H

Duration: 15 or 30 seconds

File size: 1mb or less

▶ 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 High Rise Elevator Network DOES 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, \$40 off your first town car trip 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 down the street from John Wayne Airport").

▶ Unacceptable Content:

Certain content is prohibited at the medical office 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:

- | | | |
|-------------|-----------|----------------|
| - RELIGION | - SEXUAL | - REAL ESTATE* |
| - POLITICAL | - TOBACCO | |

*Allowed at select locations. Contact your Local Marketing Consultant for more information

QUESTIONS?

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