

VIDEO GUIDELINES

Gas Stations



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

▶ What file types are accepted?

WMV

▶ What other specifications do I need to meet?

Size: 1280W x 720H

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 Gas Station Network DO play audio. However, 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, Buy 3 tires and get 1 free 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 North Street between Mission and Main").

▶ Unacceptable Content:

Certain content is prohibited at gas station 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:

- | | | |
|-----------------------------|--|---|
| - NUDITY/REVEALING CLOTHING | - RELIGION/SACRILEGE | - ANTI-SOCIAL BEHAVIOR |
| - SEXUAL REFERENCE | - SYMBOLS OF THE OCCULT (666, SATAN, PENTAGRAMS, ETC.) | - ADS DIRECTED AT CHILDREN |
| - VIOLENCE | - DISPARAGING OR DEMEANING | - NEGATIVE CONTENT TOWARDS GAS CONSUMPTION OR USE OF GAS POWERED VEHICLES |
| - DRUGS | - GROSS OR TASTELESS | |
| - STRONG LANGUAGE | | |

QUESTIONS?

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

www.PlayMyAd.com