

## VIDEO GUIDELINES

### Grocery Stores



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

#### ▶ What file types are accepted?

SWF

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

**Size:** 1024W x 653H

**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 Grocery Store 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, \$10 off a manicure-pedicure combo 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 next door to the grocery store").

#### ▶ Unacceptable Content:

Certain content is prohibited at grocery store 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:

- ALCOHOL CIGARETTES

- POLITICAL ADS

- NUDITY/PORN

- ADS IN BAD TASTE

## QUESTIONS?

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

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