

VIDEO GUIDELINES

Medical Offices



Please use the guidelines below to help you determine if your video meets the specifications to play at the Medical Offices 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 Health Network DO play audio, however place important information in 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 a free tax analysis 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 at the intersection of Elm & Pine").**

▶ 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:

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| - PHARMACEUTICAL PRODUCTS | - INFERTILITY COUNSELING | - MENTAL HEALTH COUNSELORS |
| - ANY ATTORNEY/LEGAL ADVERTISEMENTS | - AIDS & HIV COUNSELING | - DATING SERVICES, STRIP CLUBS, BAIL BONDS, TATTOO PARLORS, PIERCING, ESCORT SERVICES |
| - TOBACCO | - SERVICES SEXUAL COUNSELING & THERAPY | - COMPETING MEDICAL SERVICES, PHYSICIANS, HOSPITALS, URGENT CARE FACILITIES |
| - E-CIGARETTE | - PSYCHIATRY (ADULT, CHILD & ADOLESCENT) | - BLOOD BANKS, HIV CLINICS, BOTOX CENTERS ETC. |
| - ALCOHOL | - MENTAL HEALTH SERVICES | |
| - ADULT BOOKSTORES | - MENTAL HEALTH CLINICS | |
| - FIREARMS | | |

QUESTIONS?

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