

VIDEO GUIDELINES

Salons



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

▶ What file types are accepted?

WMV, MOV, MJPEG, JPEG

▶ 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 Salon 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, free teeth whitening with dental appointment if you mention this ad.**
- ▶ **Make sure to include relevant contact information such as phone number, website, and location of your business (for example, "At the intersection of Woodbridge Blvd & Gold Bluff Ave").**

▶ Unacceptable Content:

Certain content is prohibited at salon 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:

- | | | |
|--------------------|---------------------------------|-----------------------|
| - TOBACCO | - ADULT BOOKSTORES | - HAIR REMOVAL/WAXING |
| - ALCOHOL | - GENTLEMAN CLUBS | - NAIL SALON ADS |
| - ADULT BOOKSTORES | - NUDITY/PORN, ADS IN BAD TASTE | |

QUESTIONS?

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