

VIDEO GUIDELINES

Social Billboards



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

▶ What file types are accepted?

MOV and MPG

▶ 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 Social Billboard 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, 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, "Located on the corner of Main and 3rd Street").

▶ Unacceptable Content:

Certain content is prohibited at social billboard 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:

- | | | |
|----------------|---------------------|-------------------|
| - COFFEE SHOPS | - MARIJUANA CLINICS | - BEAUTY AND SPA* |
| - RESTAURANTS | - SMOKE SHOPS | - APPAREL STORES* |
| - FAST FOOD | - SPORTS ARENAS* | - OTHER RETAIL* |

*This restriction only applies at select locations. Contact your Local Marketing Consultant for details.

**Additional restrictions apply to The Viper Room and Casa Nostra Ristorante & Bar locations. Contact your Local Marketing Consultant for details.

QUESTIONS?

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