

VIDEO GUIDELINES

Vet Offices



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

▶ What file types are accepted?

WMV 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 Vet Office Network DOES 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 10 pet sitting sessions 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 next to the Starbucks on Vine Street").

▶ Unacceptable Content:

Certain content is prohibited at vet 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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|-------------|--------------------------------|-----------------------------|
| - RELIGION | - ADULT BOOKSTORES | - NUDITY/REVEALING CLOTHING |
| - POLITICAL | - PROLIFE/ABORTION CLINICS | - VIOLENCE |
| - SEXUAL | - PREGNANCY COUNSELING CENTERS | - STRONG LANGUAGE |
| - TOBACCO | - GENTLEMAN CLUBS | - DOG GROOMERS |
| - FIREARMS | - EMBRYO/SPERM DONOR RELATED | |
| - ALCOHOL | | |

QUESTIONS?

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