

DEADLINE:

- Pre-roll: 24 hours before flight start
- Mid-roll (playlists only): 24 hours before flight start

SPECS:

- Format: HD
- Wrapper: QuickTime/MOV or MXF
- Preferred Codec: Apple Pro Res or XDCAM / Also accepted: H.264
- Preferred Aspect Ratio: 16:9 1080i or 720p (4:3 safe)
 - Also accepted: 16:9 1080i or 720p Pillared
- Frame Rate: 29.97 fps, 59.94 fps, or 23:98 fps
- Audio: Stereo Pair / AUDIO LIMIT -12
- 3-5 frames of black only at the head and tail of video
 - No bars, slates, or copyright

DIGITAL DELIVERY OR TAPE FORMAT:

- Extreme Reach
 - Destination ID: 59409
 - Destination Name: Music Choice
 - Market: Network
 - Customer ID: 14490
 - Customer Name: Music Choice
- DMDS
 - Universal
 - Also accepted: HDCAM

MATERIALS MAY BE SENT VIA YOUR FTP SITE. PLEASE INCLUDE:

- Agency Name
- Contact Name
- Phone Number/Email
- IP Address/Login Information

PLEASE INCLUDE COMMERCIAL INSTRUCTIONS:

- Client
- Product
- ISCI Code
- Length
- Flight Dates

COMMERCIAL CLEARANCE:

- Submission of a commercial to air on Music Choice shall constitute the advertiser's and/or agency's warranty that all elements of commercials have been cleared for air with respect to all intellectual property rights: this includes but is not limited to rights of privacy and master, mechanical, performance and synchronization rights for music.

DEADLINE: 2 weeks before flight start

PREFERRED FORMAT: Layered Photoshop file/PSD (HD)

- Also accepted: EPS, JPEG, TIFF or TARGA

INCLUDE:

- Logo, product images, tagline/copy points, video or sample animations, copyright, brand guidelines, such as fonts, colors and clear space
 - Copy blurbs should be short – billboards are on-screen for 5-10 seconds

SPECS:

- Aspect Ratio: HD: 16:9 (1920 x 1080 pixels) / SD: 4:3 (720 x 486 pixels)
- Minimum Graphic Resolution: 72 dpi

DEADLINE: 2 weeks before flight start

PREFERRED FORMAT: Layered Photoshop file/PSD (HD)

- Also accepted: EPS, JPEG or TIFF

INCLUDE:

- Logo, product image(s), tagline/copy points, copyright/ratings information, brand guidelines, such as fonts, colors, clear space, etc.
 - The most effective ad panels have simple, straightforward designs – image, logo, copy blurb

SPECS:

- Minimum Graphic Resolution:
 - 72 dpi