

Commercial Tape Standards For Encoding

- 1) Commercials must be submitted on Beta SP, Mini DV (recorded at SP speed-Standard), or DVCAM format and clearly labeled as to spot title(s), client/ agency, spot length & contact person. All tapes with multiple cuts must have a **"Run-down Sheet"** included inside tape.
- 2) A minimum 30 seconds bars and tone should be at the head of the tape.
- 3) There must be a slate prior to each spot denoting title of spot, client, spot length and producer.
- 4) There must be 5 seconds of black from the end of the slate to start of the spot.
- 5) The spot must be exactly 30 or 60 seconds in length to allow for proper encoding.
- 6) There must be at least 10 seconds of black at the end of the spot.
- 7) Audio can be mono or stereo.
- 8) Video levels must not exceed 100 IRE at any time. Chroma Levels must not exceed 110 IRE or below -20 IRE. Black level must not go below 7.5 IRE at any time. (FCC REG)
- 9) All video footage must be BROADCAST QUALITY originating from a broadcast quality format (i.e. Film, Digital video, Betacam SP).
- 10) All content of the commercial must be acceptable to air to the general public.
- 11) We reserve the right to refuse to air any commercial that does not meet FCC regulations, company policy or ethical standards, or does not meet our specifications regarding video levels, dropouts, audio distortion, tape, or production quality.
- 12) For commercials submitted on DVD, please include color bars, slate, black, commercial and trailing black as one contiguous file!
- 13) Only one client per tape. Do not submit tapes **"As Cued "**. Commercial should be at beginning of tapes not in middle surrounded by outtakes or other commercials.
- 14) We cannot be held responsible for missed spots due to improper tape submission.

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