

TV REQUIREMENTS

Product	Size/Time
WTTV-TV (CBS4) 8 + Affiliates	:30 Spot
WTTV-TV (CBS4) 8 Spot	:15 :30 Spot
Lower Third Graphic (Snipe)*	:10 Animated Banner

*Snipes are graphics in the lower third of the screen. They appear in-content once per show.

New creative due Monday prior to air date.

TV Spot Specs

REQUIREMENTS Video: HD 1920x1080 MPEG-4 or H.264 FPS: 29.97 minimum Audio: MP3 or AAC Stereo | 16dB peak level
Length: Must be exactly 29.97-seconds or 14.97-seconds

AUDIO REQUIREMENTS

Product	Size/Time
WIBC + Affiliates	:30 Spot
WIBC Promo (intro before the report)	:12 – :15 Live Read
WIBC + Affiliates Tag (leads into the report)	:10 Live Read
NPR Affiliates Underwriting*	:15 Spot

(*NPR requirements: sponsorship copy may be edited in order to meet public radio guidelines.)

New creative due Wednesday prior to air date

IIB will create an audio spot for \$100

WIBC Network 30-Second Radio Spot Specs

REQUIREMENTS Audio specs: MP3 | Stereo | 48kHz sample rate | Length: Must be exactly 30-seconds
Radio tags should be formatted as: "Brought to you by ..."



We encourage you to use our company and division brand names and logos in ads you are creating for our honoree supplements and special publications. Please follow the below guidelines when creating your ads.

- Contact your sales rep if you plan to use any of the IBJ Media brand logos and the correct logo will be sent to you
- Use the correct brand name and use the brand name correctly – see examples
- Reference the brand properly in your copy – see examples
- Do not pull logos from the web
- Contact your Account Executive if you have any questions regarding logo or copy use

Failure to follow these guidelines may result in rejection of the creative or editing by IBJ Media production staff at a cost to you.

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ACCEPTABLE USE OF LOGO IN ADS:



Logo must be all white when on a dark or colored background

UNACCEPTABLE USE OF LOGO IN ADS:

