

# Vancouver Live! Video Screen Advertising Program

## APPLICATION DEADLINES:

Occur Monthly. Details online at  
<http://vancouver.ca/VideoScreen>

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## Overview

As with the City's Transit Shelter Advertising Program, the Vancouver Live! Video Screen Advertising Program provides eligible non-profit arts organizations with the opportunity to display free promotional messaging about arts and cultural events and activities that are open to the public.

The medium is pair of visible outdoor video screens, installed on the facade of a commercial building located at the north-east corner of Robson and Granville in downtown Vancouver. One screen faces west, the other faces south. The screens measure approximately 20 x 15 feet (approximately 6.1 x 4.6 metres) each, and are capable of full-colour, and full-motion display.

Through this program, a set amount of airtime is available each day to broadcast promotional messaging on behalf of the non-profit arts community. At full capacity, a total of 2.4 hours per day is available which is broken into a repeating 2-minute promotional loop. The remaining broadcast time is devoted to commercial advertising controlled by the owner.

This promotional opportunity is made possible through a partnership between the City of Vancouver and Tourism Vancouver. The screens are owned by Bonnis Properties, and operated by CoreVision Media.

## 2. Description

Eligible arts organizations are invited to request airtime from the program in order to run promotional campaigns. There is no cost for the airtime; however the program does not provide funding for design or production. Organizations are responsible for supplying a broadcast quality spot.

Promotional campaigns are approximately 10 seconds in length, silent, and may take full advantage of the colour and motion capabilities of the screens. Campaigns can be as simple as animating the graphical elements of a poster, or as complex as shooting and fully producing a spot.

While the industry standard is a 2-week run, an organization may currently request up to eight. On average, organizations can expect to be allocated four weeks.

In order to distinguish arts & cultural content running as part of this program from the commercial content run by the screen's owner, Vancouver Live! campaigns will be packaged into a repeating, 2-minute, cultural loop. This is comprised of an introduction, 10 promotional messages, and tag. The loop is shown throughout all hours of the day.

In addition, the City of Vancouver, through the Office of Cultural Affairs is working with Tourism Vancouver to identify additional opportunities for organizations to extend the reach of their video campaigns at no additional cost.

## 3. General Eligibility Criteria

Applicants must meet **ALL** of the following criteria. Applicants must be:

- registered as non-profit societies in British Columbia for at least six months;
- be an organization with an arts and cultural mandate ;
- based and active in the City of Vancouver; and
- provide arts and cultural programming or activities that are open to the public, publicized city-wide, and take place within the City of Vancouver boundaries (not in other Lower Mainland municipalities).

## 4. Ineligible Activities and Organizations

While the list of groups and activities on the next page are not eligible for airtime under this program, they may be eligible to purchase space at the non-profit rate directly from the screen owner. For more information, see Section 6: Purchasing Airtime.

## Ineligible Activities and Organizations con't

The following organizations WILL NOT be eligible for campaigns as part of the Vancouver Live! program:

- Any group not able to meet ALL of the eligibility criteria listed above
- Any group whose primary mandate is sport or fitness
- Educational, political or religious organizations
- Community service organizations
- City of Vancouver departments or branches save and except the Cultural Services Department which may use the screens for promotional campaigns in support of the City's creative sector

Promotion of the following activities or events is NOT eligible:

- conferences, workshops, and other forms of training;
- lotteries or contests;
- events that are largely or exclusively fundraisers;
- sporting events which include an ancillary cultural component.

## 5. Program Priorities

The following priorities will be taken into consideration when allocating space:

- Organizations currently funded by the City of Vancouver through cultural grants will receive priority over other non-profit arts organizations
- Campaigns which have a specific time frame, show, or event associated with them will be given priority over general awareness or informational campaigns
- Ticketed events will receive priority over free events
- Organizations accessing the program for the first time in a calendar year will be given priority over organizations that have already run at least one campaign
- Organizations promoting an event for which the organization was created (i.e. festivals), or that are a one-time occurrence (as opposed to a series or season) will be given priority over organizations with multiple events

## 6. Option to Purchase Airtime

Airtime on the screens may be purchased directly from the Owner through CoreVision. Both retail and non-profit rates are available, and are quoted based on a 10-second spot airing for one week. There are certain restrictions to the types of campaigns or amount of time that may be purchased, and campaigns will not be included in the promotional loop aired by the City. Further information regarding existing restrictions can be obtained directly from CoreVision. In addition to the costs of airtime, advertisers are responsible for the design and production of their material.

Organizations and activities listed under Section 4: Ineligible Activities and Organizations are eligible for the non-profit rate provided they meet ALL the criteria listed below.

- Be an arts or cultural organization registered as non-profit society in British Columbia.
- Based and active in Vancouver and provide arts and cultural programming, activities or services that are open to the public and widely publicized.
- Promote activities and services that take place in Vancouver.

Please note that this Option to Purchase program is not administered by the City of Vancouver. Timelines associated with purchasing airtime maybe different that this program. Other criteria may apply. For detailed information or to purchase airtime, contact CoreVision at sales@corevision.ca.

## 7. General Information

Eligible non-profit arts organizations are encouraged to read this entire document and to fully research this opportunity before submitting a request. Assistance with these guidelines is available by contacting the Office of Cultural Affairs (OCA), part of the City's Cultural Services Department at 604-871-6228 or by emailing klodyne.rodney@vancouver.ca

- This program provides access to a pair of highly visible outdoor screens to eligible non-profit arts organizations. The program does NOT provide funding for design or production.
- In order to gain access to this program, an organization MUST MEET ALL of the program criteria and not be promoting anything on the list of ineligible activities. For more information see Section 3: Eligibility Criteria and Section 4: Ineligible Activities and Organizations.
- All promotional campaigns airing through this program will be packaged into a repeating, 2-minute, cultural loop comprised of an introduction, 10 promotional campaigns, and tag. Organizations wishing to appear on the screens outside of the loop are invited to become an advertiser through CoreVision. For more information see Section 6: Purchasing Airtime.
- It is recommended that interested organizations allow themselves at least six calendar months lead time and apply four calendar months in advance. Additionally, organizations should plan for the OCA review of the material to take seven working days, and for CoveVision's packaging review to take 10 working days. For more information Section 9: The Process and Section 10: Timeline to Success.

## General Information con't

- Deadlines for requests occur monthly, and are accepted on an on-going basis year-round. Late requests will not be considered. Currently organizations may request a run of two to eight weeks. On average, organizations can expect to receive four weeks. For more information see Section 8: How to Apply & Deadlines.
- Organizations are encouraged to take full advantage of the colour and motion capabilities of the screens and are responsible for supplying a silent, 10-second, broadcast-quality promotional spot. For more information see Section 11: Designing and Producing the Campaign.
- All material **MUST** be reviewed by OCA in order to be included in the promotional loop. Submitted designs are not evaluated artistically, but will be assessed for eligibility and reviewed for legibility. Organizations will provide a QuickTime or WMV file that is compressed to a maximum size of 1MB. This is used for online and electronic filing purposes, and to check that the art generally appears to conform to program guidelines, recognition considerations and the Canadian Code of Advertising Standards. For more information see Section 9: The Process and Section 12: Recognition Considerations.
- The requirements described in our online guidelines and confirmation letters exist to ensure efficient, equitable, and successful operation of the Vancouver Live! Program. This includes: adherence to timelines, supplying a copy of the spot to be reviewed, and provision of complete information. Please note that groups that do not give the guidelines and confirmation letters due consideration during the course of application or an agreement may not be given priority for bookings in the future.
- Not all eligible campaigns will be able to be accommodated.

## 8. How to Apply and Deadline Information

Each campaign will consist of a silent, 10-second, broadcast quality promotional spot. A maximum of 10 different campaigns will be included in a repeating, 2-minute loop. The loop will be comprised of an introduction, 10 promotional campaigns, and a tag.

Those familiar with the Transit Shelter Advertising Program will recognize many similarities with the way this program is operated.

- All requests must be in writing. The preferred method of submission is by email, however requests will be accepted by mail and fax as well.
- Deadlines for requests occur monthly, and are accepted on an on-going basis year-round. Organizations may place a request up to eight calendar months in advance of the desired airtime. It is highly recommended that requests be submitted at **LEAST** four calendar months in advance of the desired airtime. Deadlines for the program can be found at [LINK](#).

## How to Apply and Deadline Information con't

- On average, successful applicants can expect to be allocated four weeks. The industry standard is two weeks. At this time, organizations may request a campaign that lasts between two and eight weeks.
- All campaigns begin on a Monday and run until Sunday.
- Organizations may apply for advertising space twice in a calendar year. Subsequent applications will be considered only if airtime is available.
- Use of the program one year does not automatically guarantee placement on the schedule for subsequent years. Each campaign requires a separate application.

### **Making a request is simple. Please provide:**

- Full organization name
- Address of organization
- Name of contact person
- Phone and fax numbers
- E-mail address
- Date, name, and summary of event being advertised
- Dates of campaign desired (starting on a Monday and ending on a Sunday)
- Minimum and maximum number of weeks desired (2 - 8, typically 4)

Additional information, material or supporting documents will be requested by the OCA if needed, and do not need to be provided with the written request.

### **Submit the request to:**

Klodyne Rodney  
City of Vancouver  
Cultural Services Department - Office of Cultural Affairs  
E: [klodyne.rodney@vancouver.ca](mailto:klodyne.rodney@vancouver.ca)  
T: 604.871.622

**Some things to consider:**

- Organizations may only apply for ONE campaign to be included per time period or loop. Concurrent campaigns will NOT be considered. Sequential campaigns using a DIFFERENT spot WILL be considered.
- In the event that there are not 10 different campaigns to fill the cultural promotional loop, the program administrator MAY run a campaign more than once in a loop. This consideration will automatically be made and does NOT form part of an organization's request submission.
- Applications from two or more arts organizations to run the SAME campaign, during the SAME time period or loop, using the SAME spot will not be considered. However, applications from two or more organizations to run the same campaign, in sequential time periods or loops, using the SAME spot WILL be considered.
- Placement within the promotional loop is at the discretion of CoreVision. Generally, it is NOT possible to request specific locations within the loop. This includes sequence of display (beginning middle, end) and campaign neighbours (compatible or incompatible campaigns by others).

## 9. The Process

Upon receipt of the written request, OCA records it into the City's overall allotment of airtime. Scheduled organizations and organizations that have placed requests can be viewed at: <http://vancouver.ca/VideoScreen>.

Requests are reviewed monthly following a deadline. The deadline is three calendar months in advance of the calendar month being reviewed. (i.e. Airtime for campaigns starting in April is reviewed in January). The review may include checks and assessments related to:

- general eligibility;
- commitment to a produce and run a campaign;
- confirmation of resources; and
- occasionally to consult regarding the flexibility of requested dates.

This is followed by allocation and scheduling of airtime. Successful organizations are notified via email-letter which provides links to detailed information on material creation, outlines their run dates, airtime value, delivery deadlines and the airtime is booked with CoreVision by OCA.

## The Process con't

As with the Transit Shelter Advertising Program, all campaign running under this program must be reviewed and approved by The City of Vancouver, through Office of Cultural Affairs. This is to ensure that video artwork conforms to program guidelines, recognition considerations and the Canadian Code of Advertising Standards. For more information see Section 9: Process and Section 12: Recognition Considerations.

It is the organization's responsibility to ensure that the spot is received in the appropriate format no less than SIX WEEKS to airing. Deadlines for reviews are supplied in confirmation email-letters. Organizations should allow up to 7 working days for material to be actively reviewed and commented on. Submitted designs are not evaluated artistically, but will be assessed for eligibility and reviewed for legibility. A final approved version must be supplied to OCA for online and electronic filing purposes.

Placement within the promotional loop is at the discretion of CoreVision. It is NOT possible to request specific locations within the loop. This includes sequence of display (beginning middle, end) and campaign neighbours (compatible or incompatible campaigns by others).

## 10. TIMELINE TO SUCCESS

### > 16 weeks+ to airing - Research

Organizations should carefully research this opportunity and consider their capacity to produce a campaign before requesting airtime. The program ONLY provides airtime and does not provide financial or other support for the design or production of the actual posters.

### > 12 weeks to airing - Deadline for Requests

Organizations may place a request up to eight calendar months in advance of the desired airtime. It is strongly suggested that organizations submit their request at LEAST four calendar months in advance.

### > 11 weeks to airing - Review of Requests

Using monthly deadlines, OCA reviews requests, schedules and allots airtime.

### > 10 weeks to airing - Notification of Status

Organizations are notified by email, provided with detailed information, and the airtime is booked with CoreVision by OCA.

### > 6 weeks to airing - Provide Content for OCA Review

Organizations provide a QuickTime or WMV file that is compressed to OCA. Organizations should allow up to 7 working days for this process.

### > 4 weeks to airing - Provide Content for Packaging Review

The organization provides CoreVision the approved spot.

### > 2 weeks to airing

CoreVision packages the promotional loop for airing.

## 11. Designing and Producing the Campaign

Organizations are encouraged to get an early start on designing the campaign spot. Organizations might want to begin their research as early as six to eight calendar months in advance of the desired campaign run.

Organizations are encouraged to take full advantage of the colour and motion capabilities of the screens, and are responsible for supplying a silent, 10-second, broadcast quality spot. It is not possible for spots to run with sound.

**PLEASE NOTE: the program does NOT provide funding for design or production.**

Organizations who enjoy the benefits of a television media sponsor may be able to use an edited version of the spot prepared for air.

### Making an Effective 10-Second Spot

- Confirm that the budget allows for all design and production costs. Designers and production houses can provide general information, design options, help estimate costs, and advise on timing. A starter list of service providers is provided at the end for to help begin the research process.
- Provide a clear brief to the production company or editor so that your needs are met.
- Remember: the purpose of outdoor promotion is to create awareness, attract attention, expose the brand/event, provide details and information, and elicit a response.
- Make it bold!
- To attract attention in a small window of opportunity, the images must create an impact, text should be clear, and the consumer should be able to understand the content in a few seconds, i.e.: What, Where, When, How.
- Provide copy which is clear and simple, what it is, where it is, when it is, and how to respond or get further details ( phone no. or web address, or both)
- Keep font styles bold and simple, do not mix fonts if possible, provide the font if the production company or editor does not have it.
- This is a visual medium. At the minimum, photography and/or graphics are required for the spot to be effective. Both photographs and illustrations can be animated to give the spot more life.
- Organizations can utilize existing poster artwork by animating graphical elements. To do this, provide the designer/production house with art that has been separated into layers. This is an inexpensive technique and helps provide continuity to marketing efforts.
- Provide clear, bold logos, and large graphics and photo artwork to the designer and/or production house ( high res JPEG, TIFF, or EPS - image size 300 dpi at 720 x 480).
- **Remember:** All designs must meet industry and Canadian Code of Advertising Standards. For more information see: <http://www.adstandards.com>

## Designing and Producing the Campaign con't

### Production Specifications for CoreVision & OCA

The following specifications apply to organizations that are creating their own spots, as well as those who have engaged service providers.

- Video content should be created at 512 x 384 pixels, 720 x 480 is also accepted. Minimum size for text should be 26pt, any smaller and your text may not be readable from the ground.
- Files must be supplied as Quicktime MPG or MOV format, H264 is the preferred compression method, with a bitrate of 4000 kbits/sec.
- The first and last 5 frames must be black.
- The OCA review copy must be provided as QuickTime or WMV file that is compressed to a maximum size of 1 MB.

## 12. Recognition Considerations

As content in the Vancouver Live! program is being packaged into a loop of cultural campaigns, specific recognition of the City of Vancouver and Tourism Vancouver within this program is not required.

### Recognition of an organization's sponsors within the promotional spot

Time on the video screens is not to be used by an eligible organizations to promote third party content (including images, graphics, messages and logos) or commercial entities, events, products or services. Organizations may make limited use of third party logos, wordmarks, etc in recognition of significant contribution or support, provided the presence is incidental to the overall design and message.

Organizations wishing to recognize their sponsors within their promotional spot must:

- limit the sponsor's airtime presence to a statement or display of the sponsor's name and/or logo along with the title of the event and/or mention of the entity as a sponsor of the event;
- ensure that the statement or display of the sponsor's name does not exceed the text size used for the title of the event and that it uses the same respective text style or font.

In addition, organizations should be aware that consideration will NOT be given to exclusivity agreements entered into by the organization requesting space. Organizations may find the recognition content of their campaign running alongside content which is compatible or incompatible. Accommodations in scheduling or placement within the loop will not be considered by OCA or CoreVision.

## Recognition Considerations con't

### The 2010 Winter Olympic and Paralympic Games

As the Host City for the 2010 Winter Olympic and Paralympic Games, the City of Vancouver has an obligation to ensure that organizations and events involved in the Vancouver Live! Program that are not official sponsors of the 2010 Winter Olympic and/or Paralympic Games, or in some other way authorized to promote themselves as being connected with the Games, do not inadvertently or intentionally do anything to suggest that there is a connection or association between them and the 2010 Games or the Olympics in general. This is known by the legal term, “Ambush Marketing”.

To avoid any such mishaps, all events and materials to be published or presented in any way in connection with Vancouver Live! will be reviewed for content to ensure that they do not in any way suggest or make any unauthorized associations with the 2010 Winter Games or the Olympics in general, and if necessary, they will be returned for modification as may be directed in this regard. Further information is available on the VANOC website to assist organizations wishing to access Vancouver Live! airtime.

#### For more information see:

2010 Olympic/Paralympic Brand Management Guidelines

<http://www.vancouver2010.com/en/LookVancouver2010/ProtectingBrand>

## 13. Delivering the Campaign Spot

Once the City of Vancouver has approved the spot for inclusion into the promotional loop, the organization may upload the file to CoreVision.

They will technically review the material to ensure that it can be packaged correctly. It is the responsibility of the organization to resolve any technical issues that arise with the material at this time. Files not meeting the specifications will not be packaged into the promotional loop and may be returned to the organization for correction, or assessed a fee of \$100 in order to prepare the material. If technical issues can not be resolved, the spot will not be included in the promotional loop.

#### IMPORTANT:

- Campaigns are to be provided to CoreVision NO LATER than four weeks prior to airing. The specific deadline for a campaign's delivery is provided in the organization's allocation letter.
- Organizations are required to submit promotional spots which adhere to the technical specifications outlined in Section 11: Designing and Producing the Campaign.
- File names should ensure that the campaign is identified both by promotion name and length. For example: Organization\_EventName\_10sec.mov

## Delivering the Campaign Spot con't

### To upload your file:

- a) Open your FTP client software.
- b) Set your client preferences to connect in passive mode (PASV)
- c) Use the following information to login:
  - Host: ftp.corevision.ca
  - Username: cvupload
  - Password: diamond
- d) Ensure your file uploaded successfully
- e) Send email to [production@corevision.ca](mailto:production@corevision.ca) to notify CoreVision of the new content, and to [klodyne.rodney@vancouver.ca](mailto:klodyne.rodney@vancouver.ca) to confirm that the material has been delivered.

## 14. Related Programs and Opportunities

### Transit Shelter Advertising Program

<http://vancouver.ca/commsvcs/oca/Grants/transitad/index.htm>

Provides year-round opportunities for non-profit arts, culture, and community service organizations to access transit shelter advertising space without charge.

### Community Web Pages

[http://vancouver.ca/communitypages\\_wa/index.cfm?fuseaction=CAL.home](http://vancouver.ca/communitypages_wa/index.cfm?fuseaction=CAL.home)

A widely used resource of what's happening in Vancouver. Arts and cultural organizations are encouraged to ADD public events to the calendar.

### Poster and brochure distribution in Park Board facilities

<http://dev.vancouver.ca/parks/info/policy/posterdistribution.htm>

Distribution of pre-bundled brochures and posters to each Community Centre in Vancouver.

### Poster and brochure distribution in Vancouver Public Libraries

[http://www.vpl.ca/about/details/distributing\\_posters\\_and\\_newspapers](http://www.vpl.ca/about/details/distributing_posters_and_newspapers)

Distribution of 25 pre-bundled brochures and/or 1 poster to each branch in Vancouver.

### Poster cylinders

<http://dev.vancouver.ca/engsvcs/streets/admin/pdf/PosterCylinders.pdf> (PDF, 16KB)

City owned locations around the city where you can promote your event through posterings.

### Street Banner and Flag Program

<http://dev.vancouver.ca/engsvcs/transport/banners/index.htm>

Managed by the City's Engineering Department.