

Vancouver Live!

Video Screen Advertising Program

Information guide

Is your organization looking for a high-profile yet affordable way to promote its programs, services, or events? The City of Vancouver, through the Vancouver Live! Video Screen Advertising Program offers access to free airtime on a video billboard for non-profit arts and culture organizations. You pay for and produce the video, and we provide a place for it to show.

These spaces are in high demand, so apply now.

Description	2
Program Priorities	2
Is Your Organization Eligible?	3
Applying for Space	3
The Process	4
Designing and Producing Video.....	5
Recognition	5
Production Specifications	6

Description

The City of Vancouver's Vancouver Live! Video Screen Advertising Program offers arts and cultural non-profits free airtime to dual outdoor video screens, installed on the facade of a commercial building at the north-east corner of Robson and Granville in downtown Vancouver. It does not provide financial or other support for the design or production of the promotional spot.

One of the screens faces south, the other faces west. The silent screens measure approximately 30 x 20.4 feet (approximately 9.14 x 6.22 metres) each, and are capable of full-colour, and full-motion display.

The Vancouver Live! (VL!) loop consists of up to twelve 15 second promotional spots and runs approximately 2 times every hour, once every 30 minutes, or 48 times every day.

Program Priorities

Vancouver Live! Video Screen Advertising Program is guided by [Culture|Shift](#) the City's 10 year culture plan that centres Reconciliation and Equity.

Arts and cultural non-profit organizations are eligible to apply for advertising space to promote arts and cultural activities, and non-commercial activities with community benefit. The following organizations will be prioritized:

- Indigenous-led or mandated arts and cultural non-profits and xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) Nations
- Arts and cultural non-profits representing equity-denied and/or underrepresented communities
- Arts and cultural non-profits funded by the City of Vancouver

Campaigns which have specific date(s), show, or event have priority over general awareness or informational advertising.

Other priorities

- City of Vancouver's Public Art Team use to feature temporary 2D art commissions by local artists
- City departments use for important public service announcements

Is Your Organization Eligible?

Vancouver Live! Video Screen Advertising Program applicants must meet the following criteria:

- Applicants must be registered as an artistic or cultural non-profit organization
- Applicants must be based and active in Vancouver, and provide programming, activities, or services that are open to the public and publicized city-wide
- Activities and services being promoted must take place in Vancouver (not in other Lower Mainland municipalities or the University Endowment Lands), or if led by the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish) and səliłwətał (Tseil-Waututh) peoples, on their traditional homelands.

Groups and activities not eligible for airtime under this program may be eligible to purchase space at the non-profit rate directly from the screen owner. For more information, contact Astral Media at advertisewithus@bellmedia.ca

Ineligible requests and activities

- Conferences, convenings, workshops, and training
- Lotteries, contests, and competitions
- Fundraising
- Sports activities or events
- Politically related messages
- Advocacy or religious messages
- Repeat advertising with the same content, activity, event, or awareness raising within the same calendar year

This list is non-exhaustive and other requests and activities may be ineligible.

Applying for Space

Applications are accepted year-round and a minimum of **four months in advance** of desired campaign start. Due to program requirements, late applications are *only* accepted if space is available.

Organizations may request and receive up to 3 Vancouver Live! advertising campaigns per year.

Written requests should be sent by email to Arts & Culture Promotional Support Programs tsavanlive@vancouver.ca

The email with subject line of Vancouver Live! Advertising Application and your organization name must include:

- Full legal organization name
- Address of organization
- Name and title of contact person
- Phone and mobile numbers
- E-mail address
- Dates of posting desired (starting on Monday and ending on Sunday)
- Number of weeks desired (min. of 3 to max. of 8 weeks)
- Date, name, venue, and summary of event being advertised

Additional information, material, or supporting documents, may be requested and required.

Please note:

1. Past support through the program does not guarantee future support.
2. By submitting a request, applicants accept that decisions by the City are final.

The Process

Following each monthly deadline, Arts & Culture staff review applications for:

- Commitment to produce and run a campaign
- Confirmation of resources
- Flexibility of requested dates

Successful organizations are notified by email with information on video production, airtime dates and value, and delivery deadline i.e., 2 weeks in advance of airtime.

All campaigns running under this program must be reviewed and approved by Arts & Culture staff. This is to ensure that the video conforms to program guidelines and the Canadian Code of Advertising Standards.

Please note that the requirements described in the program guidelines and confirmation letters exist to ensure efficient, equitable, and successful operation and value of the Vancouver Live! program. This includes adhering to timelines, supplying proofs, and providing complete information. Failure to meet requirements may inform future assessment of applications to the program.

Cancellations must be at least a month in advance to make space available to others.

Designing and Producing Video

Organizations provide an MP4 or MOV file under 10MB to Arts & Culture. Organizations should allow up to 5 working days for review and any requested revisions. Email the preview version to tsavanlive@vancouver.ca

The organization sends the approved video to Nine Green Apples. If the file is under 25MB in size, the organization emails the file to vancouverlivesubmissions@gmail.com, or if over 25MB, sends to Nine Green Apples using their preferred file transfer site.

Nine Green Apples reviews to ensure that the video meets technical specifications for running on the screens and packages it into the promotional loop.

Tips for creating effective promotional videos

1. Start early in the process by researching, budgeting, and planning for the concept, design, and production of the video.
2. To attract attention in a small window of opportunity, the images must create 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.
3. Keep font styles bold and simple; do not mix fonts if possible.
4. This is a visual medium. At minimum, moving text, graphics, illustrations, and photographs animate, catch attention, and give life to your promotion.
5. Provide clear, bold logos, large graphics, and photo artwork.
6. All designs must meet industry and Canadian Code of Advertising Standards. For more information see <https://adstandards.ca/>

Recognition

The time on the video screens is not to be used to promote third-party or commercial content or advertising. Organizations may make limited use of third-party logos and word marks in recognition of significant contributions 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.
- Ensure that the statement or sponsor's name does not exceed the text size used for the title of the event and uses the same respective text style or font.
- Consideration will NOT be given to exclusivity agreements entered into by applicants requesting space.

Production Specifications

For those with limited resources, video content can be created easily through low-cost conversion software like <https://www.wondershare.com/> (not an endorsement - please do your research!).

The following specifications apply:

1. Video content size: 546W x 765H pixels
2. File format: MP4 or MOV
3. Aspect Ratio: 1:1.47
4. Frame Rate: 29.97 frames per second
5. Recommended text size: 72px or higher for headlines and 36px for content
6. Screen resolution: 72dpi
7. Colour: RGB
8. The first 5 frames must be black
9. Must meet ad objective, be grammatically correct, and comply with Canadian Ad Standards guidelines, see <https://www.wondershare.com/>
10. For more information on the above specifications, and for assistance with technical questions, see <http://astralstudio.ca/creativeguide.pdf>