

# VancouverLive!

## VIDEO SCREEN Advertising Program

### Technical Specifications & Submission Guidelines

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#### Video Specifications

Please make sure your piece adheres to the following specifications:

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 [www.adstandards.ca](http://www.adstandards.ca)

Files not meeting the specifications will be returned for correction, or can be prepared for a fee based on requirements. Contact [vancouverlivesubmissions@gmail.com](mailto:vancouverlivesubmissions@gmail.com) for more information.

#### File Naming Conventions

Name the video in a way that identifies the promotion name and length example:

**VL\_ your organization name\_ video title\_15sec.mov**

#### Sending Your Video File

Once your piece is ready, please do the following:

1. Double check that your file is less than 25MB.
2. Attach your file to a notification email with the subject line: "VANCOUVER LIVE SUBMISSION - (your organization name here)" and send to [vancouverlivesubmissions@gmail.com](mailto:vancouverlivesubmissions@gmail.com)
3. Check your inbox for a confirmation email that your file has been received and meets all required specifications.

#### Need Program Information?

- Please contact Cultural Services by emailing: [tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca)
- See also : <http://vancouver.ca/people-programs/video-screen-advertising-program.aspx>