

VancouverLive!

VIDEO SCREEN Advertising Program

Technical Specifications & Submission Guidelines

Video Specifications

Please make sure your piece adheres to the following specifications:

1. Video content should be created at 512 x 384 pixels. Minimum size for text should be 26pt, any smaller and your text may not be readable from the ground.
2. Files must be supplied as Quicktime MPG or MOV format, H264 is the preferred compression method, with a bitrate of 4000 kbits/sec.
3. The first and last 5 frames must be black.
4. Must meet ad objective, be grammatically correct and comply with Canadian Ad Standards guidelines, see adstandards.com

Files not meeting the specifications will be returned for correction, or can be prepared for a fee based on requirements. Contact us for more information at vancouverlivesubmissions@gmail.com

File Naming Conventions

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

VL_your organization name_video title_10sec.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
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
- See also : <http://vancouver.ca/people-programs/video-screen-advertising-program.aspx>