**VIDEO GUIDELINES**

Please use the guidelines below to help you determine if your video meets the specifications to play at our Elevator Lobby Locations.

**What FI­le types are accepted?**

AVI, MOV, SWF

**What other specifi­cations do I need to meet?**

**Size:** 448W x 252H

**Duration:** 15 or 30 seconds (Standard)

**File size:** 1mb or less

**Best Practices:**

Please use the helpful suggestions below to create a successful commercial for your location-based TV advertising campaign:

• High quality photography and videography.

• The commercials playing on the Target Space Elevator Network DOES NOT play audio. Please

place important information in text on screen.

• Keep any call-to-action on the screen for at least 3-5 seconds (or even the entire length of the ad).

• Include a promotion or incentive with your commercial. For example, $40 off your first town car trip if

you mention this ad.

• Make sure to include relevant contact information such as phone number, website, and location of your business.

**Unacceptable Content:**

Certain content is prohibited at our locations. By not adhering to these standards, your commercial may be rejected by the network and unable to air at your desired location. The following content is prohibited:

- RELIGION

- POLITICAL

- SEXUAL

**IMAGE GUIDELINES**

Please use the guidelines below to help you determine which photos and images to provide to the Target Space Creative Department.

**What ­file types are accepted?**

We will accept the following ­le types**: JPG JPEG PNG GIF**

**What about my logo?**

If you will be providing logo of your business, we ask that it is provided in the .png ­file format with a transparent background. Logos with a white or black background can be difficult to work with when producing the commercial.

**What kinds of images are we looking for?**

We are looking for images that will help give the audience a sense of your business products and services. For an effective commercial, we are looking for photos of:

• Your place of business - outside (preferably the outside of the building with your business name prominently displayed)

• Your place of business – inside (this is particularly important if you are emphasizing the atmosphere of your business in your commercial)

• Your products

• Your staff and employees (this is particularly important of you are a service based business)

**What size should the photos be?**

The photo should be a minimum of 1280 x 720.

It is somehow not advisable to use photos taken on a camera phone as they do not produce the size and resolution needed for a commercial that will be played on a digital display screen.

**TERMS AND CONDITIONS (MEDIA INSERTION ORDER)**

* Media insertion orders must be duly signed and endorsed; and submitted at least fourteen (7) days before the campaign start date.
* Confirmation of media inventory (15-sec spot / 30-sec spot) is based on a first-come basis, subject to availability at the time of booking.
* 15% agency commission applicable to all media packages.
* All advertising-related materials are to be provided by the advertisers / agencies at least 7 working days prior to the start of campaign and subject to approval by Target Space Creative Team (TSCT) and/or the relevant authorities where necessary.
* In the absence of compliant commercial materials, TSCT will not be held responsible for delayed or erroneous campaigns.
* Bookings shall be final and binding on the advertiser / agency upon submission and may not be cancelled or rescheduled, unless otherwise agreed by TSCT in writing.
* 100% upfront payment required for direct advertisers
* If any value-add is extended, it is exclusive to the stated campaign in this proposal only and not to be used as precedent for future campaign negotiations.
* Package prices are subject to prevailing Government and Services Taxes (16%).
* In addition to the general 15/30 seconds length specified in the relevant rate card, any additional second will attract extra payment.