



## **Content Creation and Upload**

- 1. Contact Elise Fothergill, 33 Degrees: [efothergill@33degreescc.com](mailto:efothergill@33degreescc.com)**

**\*\*If your content is created and ready to run, please skip to step 3.\*\***

- 2. Provide creative assets for content production.**

The OTT Communications creative department will create your advertising content based on your direction using the assets provided (i.e. logos, background images, photography).

**For production rates, please see page 4.**

- 3. Upload your content via the OTT Communications website: [ottcom.com](http://ottcom.com)**

Your content will be sent to the OTT Communications creative department for preparation. If there are any problems with the files, you will be notified by a team member.

**Upon approval, your content will be uploaded and scheduled according to the timeline set in your contract.**

**Thank you for advertising on the 33 Degrees Digital Network!**

## Configuration Sizes

Files should be delivered as single videos or images spanning the entire area of the screens.

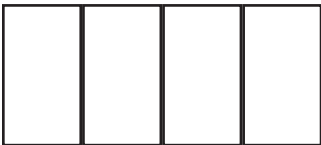
2x1 Landscape: 3840x1080



3x1 Landscape: 5760x1080



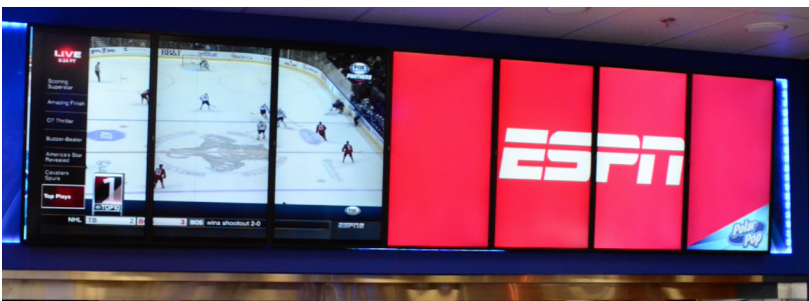
4x1 Portrait: 4320x1920



6x1 Portrait: 6480x1920



7x1 Portrait: 7560x1920



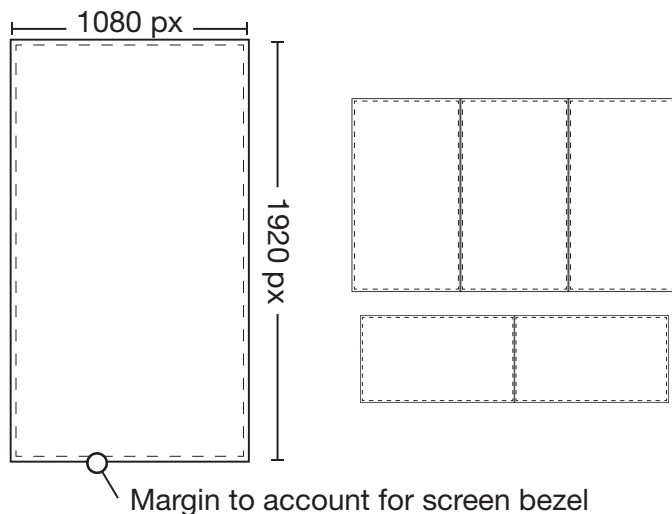
## Video Export Settings

### File Specifications

H.264  
 NTSC 1920x1080 *1280x720 is acceptable but not preferred*  
 Frame Rate 29.97 Drop Frame  
 Field Order: Progressive  
 Aspect 16:9  
 Profile: Main  
 Constant Bitrate (CBR)  
 Maximum Bitrate = 10

File types accepted: MOV, MP4, WMV, AVI  
 File size limit 100MB

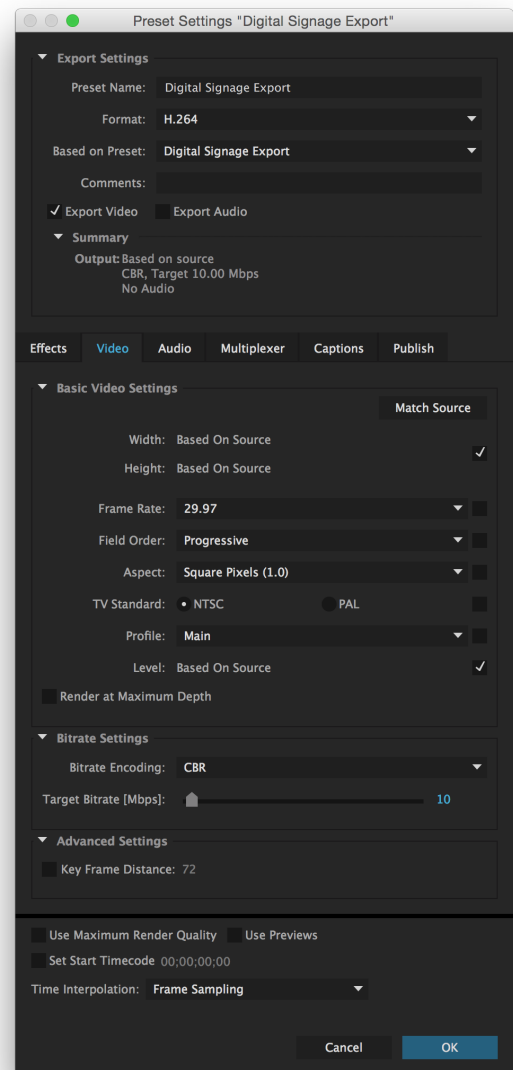
### Screen Margin Diagram



Content such as type and logos must be kept inside margins\* to avoid clipping by screen bezel.

*\*about 25 pixels from screen edge*

### Adobe Media Encoder Preset





## **Creative Production Rates**

Upload and preparation – \$50

Cost per creative ad

**Complete In-House creation – requires estimate**

Client provides OTT Communications with no assets

Contact Austin Stephenson at [astephenson@ottcom.com](mailto:astephenson@ottcom.com)

*Deadline: Must have all assets one month prior to promotion start date*

**Revisions to ads - \$275/per hour**

Client needs to make minimal changes to an existing ad (i.e. price adjustment, logo change or copy change)

*Deadline: Must have notice 3 weeks prior to promotion*