



NMS COMMERCIAL REQUIREMENTS

Each spot's content **MUST BE EXACTLY** the required length.

Standard TV Commercials can be 15, 30, 60, or 120 seconds in length.

Streaming TV and Digital Video Rolls Commercials can be 15 or 30 seconds in length.

File Naming:

- Please include a spot title and company title.
- If there are multiple versions, please add 01, 02, etc at the end

Title Safe Areas:

It is imperative that you set all your graphics, text, and important information within the **title safe area**. All spots with graphics and text outside of the safe zones will be rejected.

* Note: The **Title Safe Area** is the innermost box.



Software Instructions:

Please put graphics, logos, websites, etc. inside the innermost box (B).

To view safe zones:

Adobe Premiere: To enable Safe Margins, click the Wrench icon in the Program Monitor, and select Safe Margins.

FCPX: Click on View on display window, and under overlays: Show Title/Action Safe Zones

Broadcast file: file should be 1920x1080 pixels and progressive at 23.976 fps (recommended) or 1280x720 at 59.94 fps

Video Type: Quicktime ProRes 422 .mov files are preferred. H.264 files are permitted.

Frame Rate: 23.976 fps (1080p) or 29.97 fps (1080i) or 59.94 fps (720p)

Aspect Ratio: 16:9

Pixel Aspect Ratio: Square

Audio: PCM, 2 channel, 48kHz

Audio Levels

Peak Levels should be below -4 db.

If possible, set your target loudness level to -24 LKFS

Video Levels

Black Levels should be 0% / 0mV

White Levels not to exceed 100% / 700mv

RGB 0% - 100% / 0mV - 700mV

For Political Ads ONLY: Disclaimers must be at least 4% of the total screen size.

Send an email to Director of Operations, Kelly Bober after you upload to:

<https://www.dropbox.com/request/RIQ7qYDYmj4243mJHTz7>

Our Dropbox can also be found on our website: **www.nationalmediaspots.com**
(scroll down to the bottom of the page and click on "Dropbox")

Any Questions Please Contact Our Production and/or Traffic Departments:

Don Schechter	617-467-5540	don@charlesrivermedia.com
Kelly Bober	508-877-6737	kellyb@nationalmediaspots.com

Please overnight tapes, promotional items, or product samples to:

Don Schechter / National Media Spots Inc. / Charles River Media
73 TV Place
Needham Heights, MA 02494

Rich Gold / National Media Spots, Inc.
1257 Worcester Road, #131
Framingham, MA 01701
888-579-8088