



NMS COMMERCIAL REQUIREMENTS

Each spot's content **MUST BE EXACTLY** 15, 30 or 60 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

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 traffic director 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

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