

Requirements for Submitted Materials

Video Spots & Productions

Video spots are to be provided using a QuickTime-compatible codec/format adhering to the following specifications:

- Audio levels for spots that utilize voice(s) are to sustain a level of -6db, while spots with only music are to sustain a level of -12db.
- Dimensions of 1280 x 720 pixels, or 1920 x 1080 pixels. Spots that are not provided in high-definition will be “floated” on the screens at their native resolution, over a RHN supplied background (not applicable for “zoned” screens).
- Preferred formats are Apple ProRes (422, 422 HQ or 422 LT), or h.354 (Maximum setting).
- Files sent in .avi, .WMV or any other non-QuickTime compliant formats are not acceptable. If no other option is available, it may be necessary to convert such video files to a QuickTime format, which may result in a loss of image quality.

RHN-Produced Productions

Some advertisers and hosts may not have ready-to-air advertising.

As a service to our advertisers, the Reel Health Network will provide full-service ad production from concept to completion at a cost to be determined based on the value of the purchased package. Client is allowed three sets of changes/revisions -- after which, additional costs will be incurred at a rate of \$100/hour.

Requirements for submitted materials:

Video Materials

- Dimensions of 1280 x 720 pixels, or 1920 x 1080 pixels. Footage that is not provided in high-definition will be “floated” on the screens at their native resolution, unless otherwise specified by client.
- Preferred formats are Apple ProRes (422, 422 HQ or 422 LT), or h.354 (Maximum setting).
- Files sent in .avi, .WMV or any other non-QuickTime compliant formats are not acceptable. If no other option is available, it may be necessary to convert the video files to a QuickTime format, which may result in a loss of image quality.

Photos/Graphic Elements/Logos

- Logos and non-photographic graphic elements are to be provided in Adobe Illustrator (AI), Adobe Photoshop (PSD), EPS, or high-resolution PDF format. Any elements provided in their native Adobe format must be in the Adobe CS 5.0 format.
- Photographic images must have a **minimum** resolution of 1280 x 720 pixels, or 1920 x 1080 pixels, and must be submitted in one of the following formats: PSD, TIFF, EPS, or high-resolution JPEG. Photos embedded within a Microsoft Word/Publisher/PowerPoint document are not acceptable.
- Ad copy should be submitted in a Microsoft Word document.
- If specific typefaces are required, they should be provided with the other materials.

RHN will assume no responsibility for materials provided by client regarding copyright and IP ownership.

File Transmission

The Reel Health Network offers several options for submitting client materials -- physical files, as well as digital. Please ask your Sales Representative for more information.