

## Spot Production Guidelines on Idaho Public Television

**All components must be submitted at the same time and two weeks prior to air date. Last minute changes delay air date.**

The following guidelines are mandated by the FCC.

### Spot Creation

IdahoPTV will work with you to create a targeted message that reflects your organization's marketing goals and community-minded approach.

- All on-air credits are 15 seconds in length.
- IdahoPTV will provide the on-air talent to voice spots.
- Elements must be submitted together two weeks prior to air date.

### Production

Please provide Graphics *or* Video, Copy, and Contact Information:

#### 1. Graphics – Size 1920px X 1080px at 72 dpi

- Company Logo
- 3 - 5 graphics to appear within the spot
- Preferred Formats: JPG, EPS, TIFF, PSD, PNG, AI
- Files under 20 MB can be emailed to [penny@idahoptv.org](mailto:penny@idahoptv.org) or [kathe.alters@idahoptv.org](mailto:kathe.alters@idahoptv.org)

#### 2. Video – HD format 1080i, 59.94

- Files under 2GB can be uploaded to our YouSendIt Account at <https://dropbox.yousendit.com/IdahoPTV>
- Preferred File Formats: Quicktime (MOV) using Animation codec (no compression), MP4 using H.264 codec (minimum of 10MB/sec, 29.97fps) at SD or HD sizing, or AAC or 24 Bit Integer audio codecs.

- 4X3 SD [720 X 486] will be doubled to make it HD size, making the resolution soft and the quality inferior.
- Preferred Tape Formats: HDCam, Beta, BetaSP, BetaSX, Digibeta, DVCam, HDV.
- DVD Video (DVD's that will play in standard DVD player).

#### 3. Copy – 15 Seconds

- Please refer to the permissible and non-permissible content when creating your message.
- Our talented staff can help write the copy for your spot if you provide the key points you want to emphasize.

#### 4. Contact Information

- This can include website, phone number, address or other important information.
- Please keep in mind the viewer only has 15 seconds to take in all the information and imagery.

#### 5. Sound Bed (Optional)

- We can add 15 seconds of music from our sound bed library to any spot.
- You can also send us an audio file with the appropriate music of your choice.
- You must provide broadcast rights if you provide music and specify which portion of the piece is to be used.

## How to Create Your Spot for Air...

According to the FCC, the purpose of underwriting credits is to identify the sponsor, not to promote the company or its products and services.

### What can you say?

The following types of identifying information are acceptable according to FCC regulations:

- Company name and location
- Years in business
- Visual depictions of products or services
- Primary mission or core values
- Phone number, email address, website
- Non-promotional, value neutral description
- Trademarked slogans
- Suitable background music or sound effects

### Avoid:

You cannot use language, phrases, or visuals considered promotional. Examples:

- **Calls to action:**
  - Stop by, visit us, ask about
- **Qualitative words:**
  - Fine, excellent, tasty, leading
- **Comparative words:**
  - Best, better, more, superior
- **Price references:**
  - Rate information, savings, value
- **Inducements to buy, sell, rent or lease:**
  - Free service, bonus available, special gift
- **Endorsements:**
  - Recommended, consumer satisfaction

### Sample Copy

"Idaho Shakespeare Festival, in its 36th Anniversary season of Shakespeare and others under the stars. Season runs June 1<sup>st</sup> through September 29<sup>th</sup>. Tickets and information at 336-9221, or [www.idahoshakespeare.org](http://www.idahoshakespeare.org)."

"The Elks Wound Center, specializing in healing wounds through a multidisciplinary approach, including hyperbaric therapy. The Elks Wound Center team focuses on problem wounds that don't respond to conventional care. The Elks Wound Center, *here to heal.*"

"The Micron Foundation, a non-profit organization impacting Idaho's education. The Micron Foundation: Sparking a passion for math, science and engineering in our community. More information is available at [micron.com/foundation](http://micron.com/foundation)."

## Examples of Sponsor Messages

**Sponsor:** Computers for Kids  
**Spot Title:** Students Embrace Technology  
**Length:** :15

Graphic	Audio
<p>Stock photos of computers – kids engaging. (Use video if available).</p> <p>Computers for Kids logo with nonprofit wording.</p> <p>Image of student at home on computer doing homework.</p> <p>Show phone number + <a href="http://www.cfkidaho.org">www.cfkidaho.org</a>            End graphic: CFK logo</p>	<p>Computers for Kids, a nonprofit organization offering Idaho students the chance to enhance their education through technology at home.</p> <p>To date, Computers for Kids has provided over 20,000 computers to students in need.</p> <p>More on how to qualify at <a href="http://cfkidaho.org">cfkidaho.org</a></p>

**Sponsor:** Holiday Inn Express Hotel & Suites  
**Spot Title:** Holiday Inn CDA  
**Length:** :15

Graphic	Audio
<p><u>Slide show, photos in this sequence:</u>            Entrance            Lobby            Indoor pool            Dog</p> <p><u>Foreground:</u>            Upper left HIE logo            Banner across bottom:            “Reservations at (208) 667-3100”</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 5px;">HIE logo</div> <div style="border: 1px solid black; padding: 5px;">Photos dissolving ...</div> </div> <div style="border: 1px solid black; padding: 5px; text-align: center; margin-top: 5px;">Reservations at (208) 667-3100</div> </div>	<p>[Upbeat background music]</p> <p>The Holiday Inn Express Hotel and Suites, with access to nearby Lake Coeur d’Alene.</p> <p>Featuring standard and suite rooms, 24-hour indoor pool, hot tub, and fitness facility, and a pet-friendly environment.</p>



# Idaho Public Television's Graphics Guidelines

## DESIGN RULES

1. Use Photoshop or Illustrator's New file template. New → Preset → Film & Video → HDTV 1080pm 29.97
2. Logo placement: place logo in a good visual place.
3. Limit the screen to the most important info: where, when, and how to participate. Use easy to read fonts, few swirls or thin fonts.
4. Less conveys more: try not to add too many visual items. The viewer only has 15 seconds to take it in all the information and imagery.
5. Double check visual effect: best visual check of the final image is to step back 10 feet from the computer. Check what is too hard to pick out, read or clutters the screen and takes away from the message.

## IMAGE SIZE

1920px X 1080px

## TITLE SAFE

90% of TVs will show text in this area without being cut off.

## ACTION SAFE

90% of TVs will show images in this area without being cut off.

This area should be considered extraneous background fill since only newer modern TVs can be guaranteed to display it.

## Blacks should be R16 G16 B16

True blacks do not show well on older televisions.

## Whites should be R245 G245 B245;

True whites will hum audibly or flicker on older televisions.