MBuy

Traditional
Media Creative
Guidelines

Overview

This document provides essential information, including recommended file or tape format settings and layout information, for delivering content to ER Treehouse so your files can be prepared quickly for broadcast.

If any of the requirements cannot be met, your file could be rejected, or additional processing time which can impact turnaround may be required.

Service level agreement (SLA)

Traffic TV Spots:
3 business days

General Specifications & Requirements

Drop Frame Time Code

Content Start at 01:00:00;00

Maximum Setup Levels

7.5 IRE (SD) and ITU-R BT.79 compliant (HD)

Maximum Luminance Levels

100 IRE (SD) and ITU-R BT.79 compliant (HD)

Maximum Chroma Levels

120 IRE (SD) and ITU-R BT.79 compliant (HD)

Average Digital Audio Levels

Between −16 dBFS and −20 dBFS with high peaks between -10 dBFS and -12 dBFS and a maximum of three peaks per second

Recommended File Structure

** No pre-slate black
5 seconds of slate
2 seconds of black / silence
Content to exact length
** No post-spot black

Slate requirements
** Slates must be on all content – digital file and tape

Spot ID code (ISCI / Ad-ID)
Spot title
Spot length

Naming Conventions

The filename should represent the content of the file, for instance: Title, Version, Length, and Spec = SpotOn_V1_60_HD.mov
The file name should be communicated to the client and to your Treehouse account manager to confirm receipt.

SD
Recommended
Settings

ONE SPOT PER FILE

Apple ProRes Video

Apple ProRes 422 HQ (.MOV)
Automatic bit rate
4:2:2
29.97i frames/sec.
Top field first
720x480 (720x486 if captioned)

Audio

LPCM Integer (big endian)
2 channels (L–R), 48.00 kHz, normal
quality, 24 bit

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HD Recommended Settings

CENTER-CUT (4:3 SAFETY) PROTECTED RECOMMENDED

Apple ProRes Video
Apple ProRes 422 HQ (.MOV)
Automatic bit rate
4:2:2
29.97i frames/sec.
Top field first
1920 x 1080 HD (16:9 aspect ratio)

Audio
LPCM Integer (big endian)
2 channels (L–R), 48.00 kHz, normal
quality, 24 bit

Audio-Only / Client Provided VO Recommended Settings

One audio read per file
Wave

Wave file (.WAV)
Single channel mono, 48.00 kHz, 16 bit