

PSA CAMPAIGN PREPARATION - A PRODUCER'S GUIDE

Preparing Your TV PSA Master

1. **Kill dates.** If you used union talent in your PSA, it is very important to put a “kill date” on the master tape – the date when talent payments expire. If you fail to do this, and the PSAs run beyond the buyout cycle, you could be liable for substantial union payments, and it is likely the union will know.

2. **Labeling your master.** All spot titles should include the PSA titles IN UPPER CASE, with the spot length, and AD-ID code (see section later). The AD-ID code should not exceed 12 characters and must end in "H" to indicate an HD format. You also need to include the “TRT” (Total Running Time) on the master, so the dub house will know what they are dealing with in terms of length. If you are including PSAs in a language other than English, all PSAs should be on the same master and labeled appropriately.

3. **Protection master.** Never send the protection master to our dub house; it should be kept by the producer, the ad agency or post-production house used to edit the PSA.

4. **Bars, slate and tone.** You should always include what are referred to as “bars, slate and tone” on your master to help local stations calibrate their equipment. The master, should have 1:00 with bars and tone showing:

- Client/Title/Duration/Date/AD-ID #
- Titles should be followed by :05 of slate, :05 black and then the various spots
- Typically spots are listed with the longest length to the shortest, with each PSA separated by a slate showing the title and length of the spot.
- You should also provide a client contact name and phone number on the slate.

5. **Encoding/close captioning.** It is not necessary for the creative producer to encode the master with the A.C. Nielsen SpotTrac code used to track TV PSA usage, or to close caption the PSA. Our dub house is set up to provide those services.

6. **HD Center Cut Safe.** All HD spots must be produced "Center Cut Safe" and "4.3" Title Safe to avoid important creative material from being cropped off in the conversion process. All phone numbers, website URL's, disclaimers and other important copy must reside within the "Center Cut Protected and "4.3" title safe areas. Content outside these safety areas might be lost when converted.

7. **Ad-ID Code** is a Web-based system that generates a unique identifying code for advertising messages to help identify them across all media platforms. There is no cost to get the code for a non-profit 501(c)(3) organization, (government agencies must pay a fee), but the producer should send an email to: cs@ad-id.org with a copy of their determination letter from the IRS. The email subject must contain “Non-Profit” and Name of Advertiser. For questions or further assistance, call AD-ID customer service at (704) 501-4410.



8. **HD Master format** (preferred for best quality). The best format to submit to our dub house is Apple Pro Res. Video settings: 1920x1080i; HQ 4:2:2 Chroma Ratio 29.97 fps; 16.9 Millions, Top Field 1st. Audio settings: 48KHz Sampling rate, 24 Bit Depth, Stereo on channels 1, 2, 5 and 1 Accepted. Graphics: 1920 x 1080 (4 x 3 safe).

9. **SD Master format** (preferred for best quality) Apple Pro Res with Video 720x480, HQ, 4:2:2 Chroma Ratio, 29.97 fps, NTSC, 4:3 Aspect Ratio, Bottom field 1st. Audio: 48KHz Sampling rate, 24 Bit Depth, Stereo on channels, 1,2,5 and 1 Accepted. Digital files and/or masters at 23.98fps are acceptable, but they may incur additional production costs. All cross, up and down conversions will incur additional production costs.

If you are sending masters, it is best to use FED EX or some other traceable method to: Henninger Media Services, 1320 N. Courthouse Road, Suite 130, Arlington, VA. 22201, Attn: Sara Ellison 703.908.4104.

If you are sending digital files go to: <https://ftp3.henninger.com/?u=Uploads&p=ffQmjcQY>

Username: Uploads
Password: ffQmjcQY

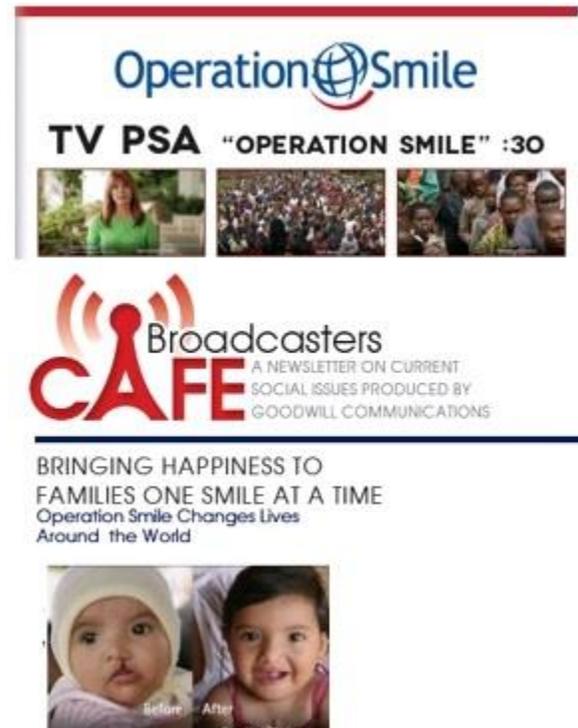
When sending digital files via ftp, please send an email to: Sarah Ellison sellison@henninger.com with a copy to: james@goodwillcommunications.com to confirm the transmission.

Collateral Packaging

In the digital distribution world, how we package PSA campaigns has changed dramatically. Typically, we post three collateral items to our distribution partner's dashboard where the media can download them along with the digital PSA files:

- A 4/c storyboard with the visual vignettes of the PSA and copy under each frame
- Our proprietary newsletter called *Broadcasters Café* with a feature story on the client campaign
- Traffic instructions which tells whoever downloads the PSAs where they should be sent

The storyboard and newsletter are designed back to back and in the .PDF digital file format.



Preparing Your Audio PSA Master

General Guidelines

Our recommendation would be to use a more generic creative approach that would be acceptable to any type of station because stations program in ten different formats, ranging from Adult Contemporary to Urban. The same rules that apply to TV apply to radio in terms of kill dates and non-English language versions.

1. **Technical specs.** Submit your master using either .Mp3, .WAV, .WMV or Audio CD digital files with a sampling frequency of 44.1kHz and a bit rate of 390 kb/sec. Since we have to do additional file preparation, they should be sent via email to Barbara@goodwillcommunications.com.
2. **Titles.** Sometimes producers will create PSAs with essentially the same voice over message, but will use different musical backgrounds to make the PSAs compatible with the station's program format. . If you produce PSAs with different musical soundtracks, you should label them appropriately, i.e. "OurOrg_5kWalk_Country_30.MP3, "OurOrg_5kWalk_Rock_30.MP3," which helps program directors align your PSA approach with the appropriate program.
3. **Capacity.** Generally, you can get 74 minutes of audio on a CD, which provides 650 megs of capacity, but that could change depending on the file format you use. For radio, total capacity depends upon the type of file you send, i.e. .wav versus .mp3. With .wav format, you can get more program material on the disk, but there are user issues. Thus, you are better off using the .mp3 format, even if that means putting less program material on the CD, because you will increase the chances it will get used. Note: soon we will be migrating to digital distribution which has different requirements and will update you when that happens.
4. **File Formats/Mailing Instructions**

Send your radio PSA files on a high-grade CD-R burned at 4X or 8X via overnight delivery to: Matt Hentges, The ADS Group, 2155 Niagara Lane, North Plymouth, MN 55447-4654, 763-449-5642 and send a confirmation email to: Matt@theadsgroup.com with a copy to james@goodwillcommunications.com.

Preparing Your Out of Home Files

In many ways Out-of-Home works quite differently than other types of media, mostly because we do not distribute materials until we get orders for them. In most cases it is best to let the production company we work with prepare the artwork, because they will be producing the finished posters. In that case, all we need from producers is a high-res copy of the artwork in any of the popular art file formats such as Acrobat PDF or Adobe Illustrator. Once we get the orders, our fabrication vendor produces what airports and malls have requested. However, if you are producing the artwork, you should go to the following website to see sizes for different types of posters.

File Preparation

Before preparing your OOH files, it is best to spend some time on the Outdoor Advertising Association of America's website where you see the best examples of outdoor being created, and you can see specifications for all types of outdoor work by going to:
<http://oaaa.org/OutofHomeAdvertising/OOHMediaFormats/OOHMediaFormats.aspx>.

1. Prepare your layout at 25% of the actual size with file format: binary EPS (linked files) in Adobe Illustrator, Freehand, InDesign or Quark (Mac or PC). Include all screen and printer fonts used in your document and imported graphics.
2. We need a file that is ultimately 150 DPI to full size or anything proportional, i.e. 50% at 300 DPI.
3. All jobs should be accompanied by a hard color copy for reference and indicate PMS colors to be matched in the document.

Send hi-res .PDF files and native files such as Adobe Illustrator including all fonts. The files should be sent to our production company via ftp using the following link:
<http://artupload.cgorders.com>. Once the file is sent please send a confirmation email to:
leith@circlegraphicsonline.com and jamesl@goodwillcommunications.com to confirm the upload.