

THE PSA PRODUCER'S GUIDE

How Clients/Agencies Need to Prepare PSA Master Materials

TV MASTERS

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. **Do not put a date on the master** label, because if you decided to extend SIGMA tracking for more than one year, the media may pull your PSA because they believe it to be outdated. Also, try to create a label that creates media interest in the PSA content. An example might be: *World Vision TV PSAs – Bringing Clean Water to the World.*

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 one minute of bars, slate and tone on your master to help local stations calibrate their equipment. The master slate, should include::

- Client/ISCI Code/AD-ID #
- Spot titles
- Spot lengths with the longest length to the shortest
- Closed captioning (if applicable)
- You should also provide a client contact name and phone number on the slate
- Do not include resolution (e.g. 1080i) in the slate information

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.

Updated 12/5/18

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 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, but government agencies must pay a fee.

To initiate the process, 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

File Type: Apple Pro Res 422 (HQ) 1920x1080 60i 48kHz
Video Bit Rate: Default
Frame Rate: 29.97 (1080i), 23.98 (1080p), 59.94 (720p)
Aspect Ratio: HDTV 1080i (16:9) or HDTV 720p (16:9)
Width/Height: 1920x1080 (1080i or 1080p) or 1280x720 (720p)
Chroma: 4:2:2
Interlacing: 1080i (Upper/top field first) or 1080p (Progressive) or 720p (Progressive)
Audio: PCM Audio
Audio Sample Rate: 48kHz
Audio Bit Rate: 16, 24
Audio Requirements:
Encoding: MPEG-1 Layer 2
Channels: 2 – Stereo
CALM Act: 24LKFS, +/-2dB
Peak Audio: True-Peak level should be kept below -2dB TP

9. SD Master format

File Type: Apple ProRes 422 (HQ) NTSC 48kHz
Video Bit Rate: Default
Frame Rate: 29.97
Aspect Ratio: 4:3
Width/ Height: 720x486
Chroma 4:2:2
Interlacing: Bottom/ Lower field first
Audio: Default
Audio Sample Rate: 48kHz
Audio Bit Rate: Default

For online uploads, request a new link per campaign from Sarah Ellison (sellison@henninger.com / 703.908.4104).

Once you have a link use a client ftp such as filezilla or cyberduck and upload to the specified server. When sending digital files via ftp, please send an email to: Sarah Ellison sellison@henninger.com with a copy to: barbara@goodwillcommunications.com to confirm the transmission.

AUDIO MASTERS

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 Transmission Instructions.** For online uploads, request a new link per campaign from Sarah Ellison (sellison@henninger.com / 703.908.4104).

Once you have a link use a client ftp such as filezilla or cyberduck and upload to the specified server. When sending digital files via ftp, please send an email to: Sarah Ellison sellison@henninger.com with a copy to: barbara@goodwillcommunications.com to confirm the transmission.

Henninger will produce .mp3 and .wav format files which are then sent to the company which we use to replicate and mail radio PSAs - The ADS Group, 2155 Niagara Lane, North Plymouth, MN 55447-4654, and our contact there is Pete McCarthy 763-449-5642 PeteM@theadsgroup.com. Sarah Ellison at Henninger will notify Barbara Goodwill via email that the files have been sent, and we use Margaret Kessler to get them posted on the NAB Spot Center. Barbara also sends digital radio files to Atigro for posting to our PSA Digital download site.

OUT OF HOME FILES

File Preparation

In most cases the client or agency will prepare their OOH files, and we should recommend that they spend some time on the Outdoor Advertising Association of America's website, where they can see the best examples of outdoor creative, as well as specifications for all types of outdoor work at:

<https://oaaa.org/AboutOOH/OOHBasics/OOHMediaFormats/OOHMediaFormats.aspx>

What to Provide

Sizes

At minimum, we ask that you provide the **Standard Size of a 14'x 48' Bulletin, 10'5" x 22'8" Poster and 69" x 48" Shelter** for each of your creatives.

You may also want to consider providing files for other Common Sizes that are not easily scalable from the Standard Sizes such as: **20'x60', 10'x40' and 12'x12'**, if applicable to your campaign.



File Set Up

We want you to use the platform that is most convenient for your projects. For fast turn-around, we ask for files submitted in CMYK, layered and packaged to include all necessary links and fonts. Our preference is InDesign files but we accept Illustrator and Photoshop as well.



Style Guide

Including a Brand or Campaign Style Guide is recommend to effectively communicate branding requirements, layout, color details, logo treatment, font specs and directional placement.



File Naming and Folder Structure

Please label your files and folders consistently and clearly referencing elements of the creative itself. Date/Campaign/design/content/Size/Product type.

Ex: 2018/Goodwill/DAV/DAV_Y2_EcoPoster_10'5"x22'8"_VF.indd

Adobe Illustrator, including all fonts. The files should be sent to our production company via ftp using the following link: <http://artupload.cgorders.com/upload.aspx>.

Once the files are sent, the client or agency should also send a confirmation email to: leith@circlegraphicsonline.com and james@goodwillcommunications.com to confirm the upload.

What to Expect

We will start by prepping proofs for the Standard Sizes and submit for approval. Once those files are approved, we will proceed with building any of the Non-Standard Sizes needed for your campaign. ***Revision fees are charged per file, so it's best to finalize any design changes at the first approval stage of a Standard Size.***

If you have any questions, please call:

Leith El-Hassan

VP National Account Director

Leith@circlegraphicsonline.com

Direct Line: (646) 244-1711

5000 Mission Oaks Blvd

Austin, TX 78735