

TECHNICAL INFORMATION

SOCIAL NETWORK DIGITAL CREATIVE



ZOOM MEDIA
& MARKETING

DIMENSIONS

16:9 aspect ratio for video
HD 720p or 1080p at 29.97 fps

DIGITAL FORMATS

** These formats are preferred.*

Adobe Flash - see production notes
MP4 - see production notes
Uncompressed AVI
Uncompressed QuickTime MOV

TAPE FORMATS

Beta SP or SX
DigiBeta
DV Cam
MiniDV

DELIVERY

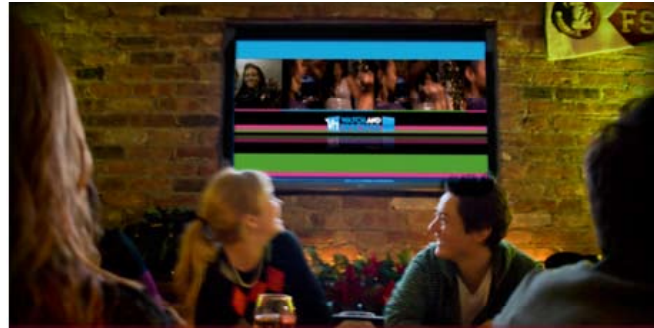
Lead time: 10 business days

CD, DVD, or Tape to:

Zoom Media & Marketing
ATTN: Director, Network Programming
100 Business Center Drive
Pittsburgh, PA 15205

FTP Upload (include brand in filename)

ftp.zoommedia.com
login: digital_upload
password: zoom



PRODUCTION NOTES

Documents should **NOT** contain bars or slates.
Please make sure all videos start with a black first frame.

FLASH:

VERSION: Creative must be submitted **with .FLA and .SWF files** exported to Flash Player 10 or earlier.

STOP: Animations should be set to stop at the final frame and not to loop. Add the actionscript code stop(); on the last frame.

SYNC: Animations should be set to maintain the specified run time rather than play at the speed of the CPU. This can be accomplished using an audio layer the length of the timeline, with sync set to "stream" and "loop."

MP4 FILES:

CODEC: Quicktime h.264

VIDEO: NTSC, 1280 x 720, 29.97 (fps), Progressive Square Pixels

BITRATE SETTINGS: VBR (variable bit rate) 2 Pass, Target 3.5 (Mbps) Max 7.0 (Mbps)

SOCIAL NETWORK DIGITAL BOARDS DO NOT PLAY ANY AUDIO CONTENT.

Please contact production@zoommedia.com with any questions.