

## **TV Commercials**

Bron Consulting will either produce all commercial ads in-house or their production will be outsourced to independent contractors. In case clients have their own ready-to-air commercial material they are fully responsible for its format, quality and compliance with the copyright law.

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### **Types of advertising**

**Commercial spots: 10 sec, 15 sec, 30 sec**

**Infomercials: 1 min., 5 min., 10 min.**

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**Format:** All spots will be produced in the next commercial format:

Video - MiniDV, DVCam, Betacam, DVD, MPG2 file. The image should fit the screen.

Sound – between -6 Dbl and – 12Dbl, music is lower than voice.

Beginning and ending of the file should be with black pole.

The text should be readable. The color should match our color bar.

Specification of the image: min size 720 x 480, min 100 dpi, format .jpg or .tif

Music: .wav 16 bit stereo, 44100 HZ

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### **Delivery:**

By mail, by courier, by e-mail, by FTP server

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