



PRODUCTION ▾

Campaign: _____

Agency Contact: _____

Standard lengths are :60, :30, :25/:05, :20, :15, and :10.

Optional lengths of :50/:10 and :55/:05 may also be produced whenever possible.

The following have been adhered to:

- All logos are clearly legible.
- Ad Council logo appears in the lower left of the end frame and is separate from any other logo(s).
- Sponsor and Ad Council logos are on-screen for a minimum of 5 seconds in :60, :30, :25/:05 and :20 spots; 3 seconds for :15 and :10 spots.
- Only 501(c)(3) organization and governmental agency logos appear within the spot (no corporate logos).
- Slates include sponsor name, spot name, spot length and agency name.
- All commercial logos and/or signage are deleted (from clothing, backgrounds, etc.).
- All telephone numbers and URLs are clearly legible and are on screen for a minimum of 5 seconds in :60, :30, :25/:05 and :20 spots; 3 seconds for :15 and :10 spots.
- All spots are timed to ensure exact length requirements.
- All spots are inspected for any possible technical problems.
- All spots are outputted with a stereo mix.
- All audio in spots adheres to -24 LKFS (+/- 2) for FCC's Calm Act regulations.
- All spots either have voice over or percussive sound to ensure proper Ad-ID encoding.

POST-PRODUCTION ▾

The following masters and materials are submitted:

- Commercial Submission Form along with the following:
 - Performer Waivers
 - Completion Report
 - Expiration Date Form, signed by agency
 - Final as-produced script in Word or PDF on a CD or via email

- Masters Required (ALL FORMATS MUST be submitted)
 - HD: Apple ProRes 422 QuickTime (.mov) file, 16:9 (1920x1080 minimum), square pixel ratio, Native framerate (23.98fps preferred), Stereo, 48kHz.
 - HD Generic “clean” version: Apple ProRes 422 QuickTime (.mov) file, 1920x1080, Square Pixel Ratio, Native Framerate (23.98fps preferred), Stereo, 48kHz, without any logos or text overlays.
 - Split Audio Tracks: Wav/AIFF/Mp3 files, Stereo, 48.000 kHz sample rate. Please export each layer of audio as a 2-ch file. File names should specify the layer’s content.

Please note: All masters should be delivered with a stereo mix. (5.1 mixes are accepted but not preferred. When submitting a 5.1 mix, please be sure that channels 1 & 2 are full stereo mixes.)

- If available, TTY/TDD number is indicated on all scripts.
- Font name, type and point size are noted (e.g. Helvetica Bold, 22 pt.).
- If localizations are to be done, font is provided via email

PRODUCTION CHECKLIST ▾

Please use the checklist to ensure all materials you submit meet the Ad Council’s specifications.

Please submit all masters and required forms to the appropriate Ad Council Campaign Manager.