



**PRODUCTION** ▾

**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.

- All spots are in order on the master by length or alphabetized by state/market if localized.
- All spots include a credit line (see "Radio Standards" for examples).
- All spots were timed to ensure exact length requirements. **Important:** No spot may exceed stipulated length.
- Sound levels did not peak above 0.
- All spots were checked for any possible technical problems.

**POST-PRODUCTION** ▾

- Submit a completed Commercial Submission Form, along with the following:
  - Performer Waivers
  - Completion Report
  - Expiration Date Form
  - Final as-produced script in word doc on a CD or via email
  - Master – preferably as a 2-ch Stereo MP3 or WAV file
  - Live Announcer Copy

**LIVE ANNOUNCER COPY** ▾

- Include live announcer scripts or bulleted copy points (:30, :15 and :10 lengths are most common).
- Live announcer scripts include the sponsor name, the Ad Council and space for a station's call letters (see "Radio Standards" for examples).

**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.