

FX, FXX, FXM, NAT GEO, NGWILD AND NG MUNDO GENERIC BILLBOARD MATERIALS REQUIREMENTS AS OF 11/20/19

RUN OF SCHEDULE – GENERIC BILLBOARDS

Network	BB Length	Network Intro	Static Logo	Animated Logo
FX	:10	This portion of FX is sponsored by...	✓	✗
FXX	:10	This portion of FXX is sponsored by...	✓	✗
FX Movie Channel	:10	This FXM presentation is sponsored by...	✓	✗
Nat Geo	:05	Sponsored by...	✓	✓
Nat Geo WILD	:05	Sponsored by...	✓	✓
Nat Geo Mundo	:05	Presentado por...	✓	✓

GENERAL GUIDELINES

- Please deliver completed, legally cleared assets. We will NOT edit any client provided creative for Generic Billboards.
- All materials need to be sent to your Ad Sales contact at least 2 weeks prior to air.
- ROS Billboards are produced 2 times per month, please ask your Ad Sales contact for exact delivery dates.
- No rough cut/mock up is sent for prior approval. A courtesy copy will be available once production is complete.
- URLs are accepted on the logo and in the tagline, but you must also identify an actual product or service. We cannot direct viewers to a vanity URL that does not include the product or service.

TAGLINES

- The Network intro language cannot change, so please send both :05 & :10 Taglines so we have options. If your tagline does not start with the Product or Service Name, we will add it by default.
- Each Network has a specific Voice Over artist for these elements. We cannot use any other voice.
- Please send any special pronunciation guidelines, for example: "\$5 Meal Deal" -please let us know if it should be read as "five DOLLARS" or "five BUCKS."

STATIC LOGO/PRODUCT LOCK UP

- Vector (.eps or .ai)
 - Preferred with transparent background (alpha file)
 - Color Space: RGB (not CMYK)
 - Logo isolation requirements
- Raster (.jpg, .tiff, .psd, .tga.)
 - No less than 72 DPI
 - No less than 1920 x 1080 pixels
 - Color Space: RGB (not CMYK)
 - Logo isolation requirements

ANIMATED LOGO (Nat Geo, Nat Geo Wild and Nat Geo Mundo ONLY)

- Hi Res Quicktime: Codecs include Pro Res 422 (or higher) file or Avid DNxHD175x (or higher) or Animation Codec with Straight Alpha
 - 16x9 Aspect Ratio with a maximum pixel area of 1920 pixels wide x 1080(p) pixels high.
 - Do not include voice over copy or sound effects.
 - Must be complete by :05 seconds. Stay resolved with :05 seconds of pad after completion

S&P GUIDELINES AND CATEGORY REQUIREMENTS:

- BEER and WINE: A clear and visible text of the “Drink Responsibly” message must be on the LOGO. “% of Alcohol” is nice to have, but not required.
- MALT BEV/LEMONADE/TEAS/SELTZERS: In addition to a “Drink Responsibly” message on the logo, you need to say in the TAGLINE that this is a MALT BEVERAGE, OR include a legible “% of Alcohol by Volume” on the LOGO.
- SPIRITS: A clear and visible text of the “Drink Responsibly” message must be on the LOGO and audibly in the TAGLINE.
- MOVIES: The MPAA rating must be included on the LOGO. If the film is not yet rated, the NR tag isn’t required but the TAGLINE must say “This film is not yet rated.”
- VIDEO GAMES: Both the LOGO and the TAGLINE must include the ERSB rating.