

# FX, FXX, FXM, NAT GEO, NGWILD AND NG MUNDO MARKETING PARTNERSHIP MATERIALS REQUIREMENTS

AS OF 11/20/19

**Below are the general materials specifications for video marketing elements. In some cases, additional materials may be required and will be outlined by the project manager.**

## TAGLINES

- Please send :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/PRODUCT LOCK UP

- 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.
  - Video must be complete by :05 seconds. Stay resolved with :05 seconds of pad after completion. If a longer length is needed, the project manager will let you know.

## B-ROLL FOOTAGE SPECS

	Video Specifications						Audio Specifications				
Distribution Channel	Aspect Ratio	Frame Rate	Max Bit Rate	Codec/Wrapper	Max Duration	Max File Size	Mix Delivery	Loudness Rate	Sample Rate	Bit	Codec
<b>US Broadcast</b>	1920 X 1080	23.97p, 25p or 29.97p	N/A	DNX145 or higher .MOV ProRes422 or higher .MOV	N/A	N/A	5.1 Surround Mix	24 LKFS +/- Entire Spot	48kHz	24	.WAV

## 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.