

COMMERCIAL/PRACTICE CREATIVE GUIDELINES

The following **Tonic Health Media** document has been orchestrated to outline the essential requirements of content delivery on our *Digital Panels as well as our TV screens*. All **Commercial & Backbone** content are subject to these requirements, as are our practice slides that are received by various locations.

In Addition, *all commercial content and practice slide creatives* are to be processed through **CTS** for tracking and scheduling purposes for **AHTV, myDr, SLHD, Vet Network** and **I-MED**.

VIDEO CREATIVES – MYDR & AHTV

Commercial Content pushed to Backbone?	X	If the content is too long, it can be re-purposed at cost 'In-house' at a minimum of \$1700.	
Commercial TVC durations accepted:			
15 seconds EXACTLY	✓	(https://jwp.io/s/KG1C81tk) YES	
30 seconds EXACTLY	✓	(https://jwp.io/s/WQMkPySc) YES (https://jwp.io/s/gPdXnMES) NO	
60 seconds EXACTLY	✓		
90 seconds EXACTLY	✓		
90 seconds +	X	(https://jwp.io/s/NWhSbMLv) NO	
Image formats accepted:			
JPEG	✓		
GIF	X		
PNG	X		
Resolution 300dpi	✓		
Video Specs:			
MP4, H.264.	✓		
Apple Pro Res (QT)	✓		
GIF	X		
Resolution:			
1920 x 1080p 25	✓		
1280 x 720p 25	X		
4K	X	We are not accepting 4K resolution content at this stage.	
Bitrate:			
MINIMUM 5mbps – MAX 10mbps	✓		
2.5mbps	X		
GENERAL:			
High Res	✓		
Low Res	X		
Blurry	X		
Pixelated	X		
TEXT: Running writing	X	Cursive/Running writing is NOT advisable.	
Do you (the Client) own Copyright for Music AND Images used??	✓	IF NOT, we will not schedule until these details are confirmed. Scheduling content we do not have rights to makes us liable for fines up to and in excess of \$50k.	X
Video content supplied ONE WEEK PRIOR to Campaign start date?	✓	IF NOT, they cannot request immediate scheduling. THEY HAVE ONE WEEK MINIMUM. If	

		they are running late please advise it is unlikely immediate scheduling will take place based on Production workload at that time.	
DELIVERY:			
WeTransfer Link	✓		
Dropbox link	✓	Other online mediums can be accepted pending advisory from Commercial team.	

AUDIO

Is the video audio OP59 Compliant?	YES/NO	If not, please see attached link for more information regarding Australian Television OP59 Audio standards. https://www.freetv.com.au/wp-content/uploads/2019/08/OP-59-Measurement-and-Management-of-Loudness-for-TV-Broadcasting-Issue-4-October-2018.pdf	
Is the background music louder than the dialogue?	YES/NO		
Does the Client own rights for the Audio?	YES/NO	The Client will need to sign a document providing us with evidentiary support of copyright ownership or purchase of rights.	

CAPTIONS

Is the Clip captioned?	YES/NO	All content is to come to us clean and uncaptioned. •This is to ensure consistency on our screens with caption font, size and style.	
Sending us the clip and caption file separately?	✓		
Caption format: srt. file. ONLY	✓	We have found that www.rev.com is a reliable captioning service.	

STILL CREATIVES (DIGITAL PANEL & PHARMACY)

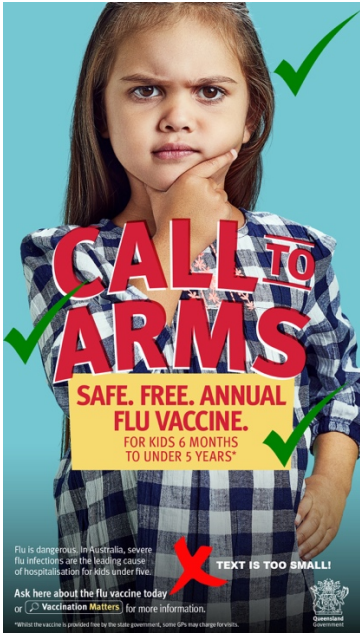
PORTRAIT SPECS			
1080 x 1920	✓		
1920 x 1080	X		
720 x 1280	X		
High Res?	✓		
Blurry?	X		
Pixelated?	X		
Audio?	X	Creatives with audio will NOT be accepted.	
JPEG	✓		
PNG	X		
PDF	X		
GIF	X		
EPS	X		

ANIMATED CREATIVES			
MPEG-4 format	✓		
Minimum 300dpi resolution	✓	Any resolution less than this will not be accepted.	
Vector files for fonts	✓		
Bitmap files for fonts	X		
General Requirements:			
WORD LIMIT			
20 words maximum inclusive of title	✓		
20 words +	X	Use your fonts and words wisely and with consideration of creative space. Digital panels run for 10 seconds, be mindful of this duration.	
Terms & Conditions	✓	Must be visible at the bottom of the creative. If text is a microscopically small, it will NOT be accepted.	
Text presentation	>	Clear and not obstructive! Use BIG titles & don't get carried away with your message. Engage the audience by keeping it short and to the point.	

* Examples attached.



BAD



BETTER (Text is too small)

TV SLIDE CREATIVES

LANDSCAPE			
1920 x 1080	✓		
1080 x 1920	X		
720 x 1280	X		
High Res?	✓		
Blurry?	X		
Pixelated?	X		
Audio?	✓		
JPEG	✓		
PNG	X		
PDF	X		

GIF	X		
EPS	X		
ANIMATED CREATIVES			
MPEG-4 format	✓		
Minimum 300dpi resolution	✓	Any resolution less than this will not be accepted.	
Vector files for fonts	✓		
Bitmap files for fonts	X		
General Requirements:			
WORD LIMIT			
30 words	✓	ADVISABLE	
40 words maximum inclusive of title	✓	If all content can be read at normal pace in the 30 second duration, it will be accepted.	
40 words +	X	Use your fonts and words wisely and with consideration of creative space. TV Slides run for 30 seconds, be mindful of this duration.	
Terms & Conditions	✓	Must be visible at the bottom of the creative. If text is a microscopically small, it will NOT be accepted.	
Text presentation	>	Clear and not obstructive! Use BIG titles & don't get carried away with your message. Engage the audience by keeping it short and to the point.	

* Examples attached.

BAD



BETTER (T's & C's need to be visible!)



△ All client 'Still & Video' creatives are to be scheduled through CTS!

This includes myDr, AHTV & I-MED.