

Uploading Spots to Mid-Hudson via FTP Connect

**** Please read through this document as it contains important information regarding acceptable formats.**

All spots received must adhere to guidelines below

Requirements:

Spot set up: **Spot MUST be exactly: 30 seconds (900 Frames), No Bars, No Slate**

File naming convention:

SD spot = (ClientName_SpotTitle) HD spot = (ClientName_SpotTitleHD)

Please note: Once you have uploaded a spot, do not use the filename again. Even if it is a revision to the same spot, the filename must be altered slightly. Simple solutions could be adding "REV" or "2" to the end of the filename.

Technical Requirements for SD and HD Spots:

<u>Frame Rate:</u> SD - 29.97	HD(interlaced) - 29.97	HD(progressive) - 59.94
<u>Resolution:</u> SD - 720x480	HD(interlaced) - 1920x1080	HD(progressive) - 1280x720
<u>Aspect:</u> SD - 4x3	HD - 16x9	

Audio: 2 channels full mixed (Channels 1&2) Equalized to 0db.

File Type: .MOV, .MPG, .AVI

Export final file in the same resolution as it was captured and edited.

Keep field dominance (upper or lower) the same as it was edited.

Acceptable Codecs:

- DVC50Pro ○ DV25
- H.264 ○ MPEG2
- X.264 ○ Apple Pro Res

FTP IP: upload.mhcableadsales.com User: mhcupload Password: Upload518!

Please drop files in the root unless otherwise instructed. If an FTP Program is needed for both Windows and Mac OS please use Filezilla.

If submitting images for still graphics production spot please adhere to the following.

Digital images must be 72 DPI and sent in the largest resolution possible. If images are pulled from a digital camera, please do not adjust resolution or DPI prior to sending. Please send in JPEG format.

Logos are requested in vector format, EPS or Adobe Illustrator, if possible. If sending in another format they must be on solid black or white and as high a resolution as possible.

For pre-produced graphics for spots, please send in Photoshop PSD format if possible. Please leave all layers separate and un-rendered. Please supply us with an email and we will forward a Safe Title graphic used for slide creation. When creating slides please adhere to the following

For SD – 720X480 at 72DPI For HD – 1920X1080 at 72DPI

We reserve the right to edit PSD files for broadcast color correction and to correct our of safe area issues. If drastic changes are needed client will be advised.