

**GOODWILL COMMUNICATIONS
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**Master Files to be Supplied by
Advertising Agencies and Production Houses**

TV Video Master Files

With the new Hi-Def formats there are several different ways you can create your master, which will affect the way it will look on screen. To make your video conform to the new HD aspect ratio, there will be compromises and decisions to make about how images are positioned and cropped. There are several different options when producing High Definition PSAs, and until there is an industry standard, it will be up to clients to determine the way they want them to look.

The following examples provided by Henninger Media Services of Arlington, VA., show various ways to handle the conversion and what to expect.



This is a “full height,” or “pillar box” conversion with the image placed in the center of the screen with no distortion, but it has a black bar on both sides.

the screen without distorting it, but the top and bottom of the image must be cropped.

In this example, called a “full-width” conversion, the image is enlarged to fill the horizontal size of



In this example, called the “Letterbox” the image is reduced to fill the horizontal size of the screen without distorting it, but black bars will appear on the top and bottom of the screen. **THIS IS THE RECOMMENDED FORMAT FOR YOUR MASTER.**

- In terms of the master format for the tape itself, DigiBeta is the best quality to submit to your distributor, or the dub house that will duplicate your tapes. Do not send original masters, but also do not send a master that is a second or third generation copy of the original as it will affect quality; make sure you have a protection master or in your possession.

Send the Digi-Beta master via a method that can be tracked to:

Video Labs Corp., 15237 Display Court
Rockville, MD 20850
Attn: Valerie Yoscak Phone: (800) 800-8240 Email: valerie@videolabs.net

- If you used union talent in your PSA, it is very important to put a “kill date” on the master tape – the date when talent payments expire. If you fail to do this, and the PSAs run beyond the buyout cycle, you could be liable for substantial union payments, and it is likely they will know.
- You want to make sure your PSA has the normal bars, slates and tones on the master, which stations use to calibrate their equipment.
- Label all spots by titles and lengths, with a “TRT” Total Running Time on the master, so the dub house will know what they are dealing with.
- If you are including spots in another language, all PSAs should be on the same master and labeled appropriately.

Radio

- To ensure that all stations can use your PSAs, you should provide what is called “Enhanced CDs,” containing the CD-Audio tracks, along with CD-ROM/MP3 files, which are in a user-friendly format.
- In terms of technical specs, for your MP3 files, use a sampling frequency of 44.1kHz and a bit rate of at least 128 kb/sec, and 192 or 390 kb/sec is even better – especially if your message contains music. If you created different radio PSAs for various radio program formats, when you label the MP3 files, give them user-friendly, descriptive file names - such as: “OurOrg_5kWalk_Country_30.MP3,” “OurOrg_5kWalk_Rock_30.MP3.” This helps program directors align your PSAs with the appropriate program.
- As far as CD capacity is concerned – the amount of content that can be included on a CD - you can get 74 minutes of audio on a CD, which provides 650 megs of capacity.
- The same rules that apply to TV in terms of kill dates and non-English language versions should be observed for radio masters.

Send radio files via some traceable method to:

Mike Platt
Duplication Factory
4275 Norex Drive
Chaska, MN 55318
(800) 279-2009
mplatt@duplicationfactory.com

Print

CDs are also used to distribute print PSAs to newspapers and magazines using “hi-res” Adobe .PDF file format for the master material which is defined as 300 DPI resolution. Typically producers and agencies produce many different sizes – some in B&W, some in color – and perhaps PSAs for English and Spanish. That being the case, CD capacity comes into play.

In terms of print files as they relate to CD capacity, calculate the size of each file, multiply by the number of files, and keep the total number under 650 megabytes. If you have a lot of material which must get included on a single disk, an alternative is to use a DVD. This provides 4.9 gigabytes of data, or over 5 times as much capacity, but it will double the cost of the disk portion of the package.

Guidelines for print files:

- PDF files for print PSAs or any collateral that is to be printed, should be saved at 300 DPI with fonts and images embedded.
- If Illustrator files are included in the graphic file, be sure any files or fonts contained in the Illustrator file are embedded before the file is saved.
- If the page bleeds, please include .125" on all sides.
- If corrections are anticipated to the files, native files need to be included. If native files are sent, please ensure that all fonts and images are included as well. The best way to be sure all pertinent files are included is to "Collect for Output" (Quark) or "Package" (InDesign). This will collect all the relative files and put them into a folder. This folder should be compressed (use Zip or StuffIt) before they are uploaded to an FTP site. If you are burning to a CD, then compression isn't needed.

Send print files to Barbara Goodwill, 8322 Thwaite Howe Dr., Lorton, VA 22029, 703-646-5963
Barbara@goodwillcommunications.com