

ADVERTISING MATERIAL DELIVERY

File Sharing Options

Since most advertising commercial files are large, we suggest that you have files delivered via a file sharing link (e.g., Google Drive, Box, Dropbox, etc.) to your Bowling Center Contact, or have the advertiser physically deliver materials on a portable storage device. Emailing files can also be possible as long as the attachment(s) don't exceed email file size limitations.

Contact Information and Special Instructions

If your advertiser or their agency has specific instructions for their commercial advertising materials, please ask them to provide as much detail as possible in the body of the email or in writing along with their commercial advertising material delivery.

IMPORTANT: Please be sure to include the following in your instructions:

- **Advertiser's contact info** (company name, contact, email, phone, address)
- **Agency contact info** *if applicable* (company name, contact, email, phone, address)
- **Product(s) or Service(s)** being promoted
- **Flight dates** (campaign start and end dates)
- **Advertisement ID** (if applicable)
- **Duration** of commercial unit (if video)
- **Trafficking info** (special rotation requirements, etc.)

VIDEO COMMERCIAL SPECS

Delivered files must only contain materials intended for airing on BCTV; No slates, countdowns or block padding;
The contents of the entire file will be played out to air.

Preferred File Type:

- > h.264 codec
- > MP4 container
- > 1920 x 1080p at 29.97 fps
- > Drop-frame timecode
- > 1-3 Mbps bitrate (5 Mbps max.)

Closed Captioning

Because BCTV is void of audio, closed captions can be accommodated and must be rendered in the commercial unit submitted by the advertiser to your center. BCTV is not responsible for the creation of closed caption integrations.

Closed captions **must be formatted as per EIA-708-8 specs and be embedded as a SMPTE 436M track**. Converting EIA-608 closed captions and placing the valid closed captions data packets in both the 608 and 708 data space is acceptable.

Alternate File Types

Other file formats, such as **.mxf, and .mov** may be accommodated, but will require conversion to the file type outlined above.

GRAPHIC DISPLAY AD SPECS

Required File Type

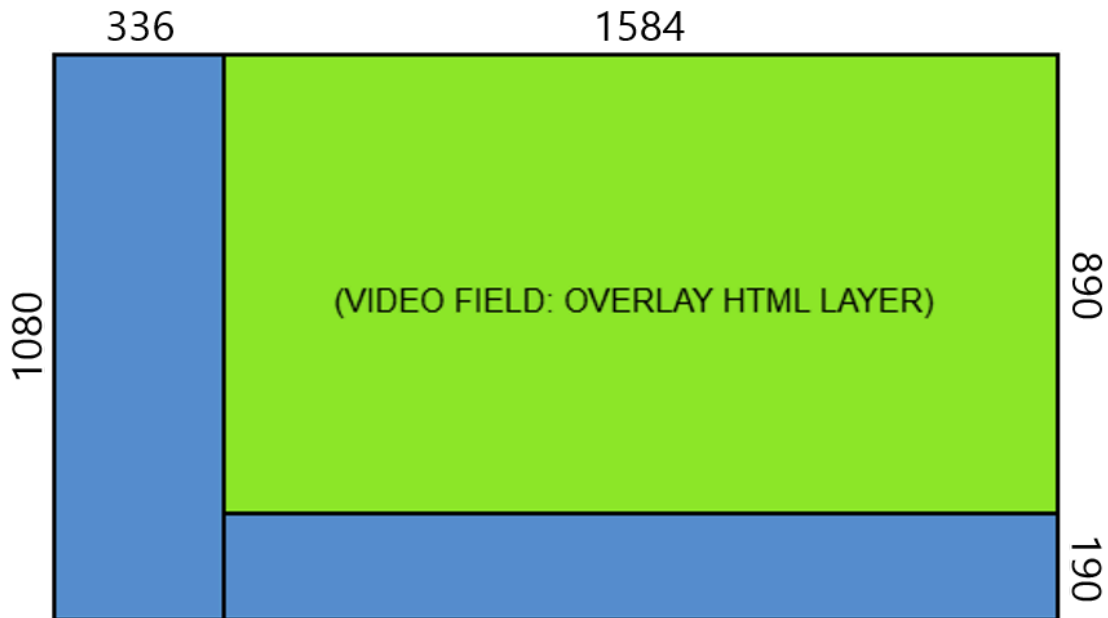
L-Bar, static and animated display ads intended to be placed in the video field must be **GIF** file type and also conform to the dimensions specified below. *MOV files are not accepted.*

L-Bar Ad Unit Dimensions

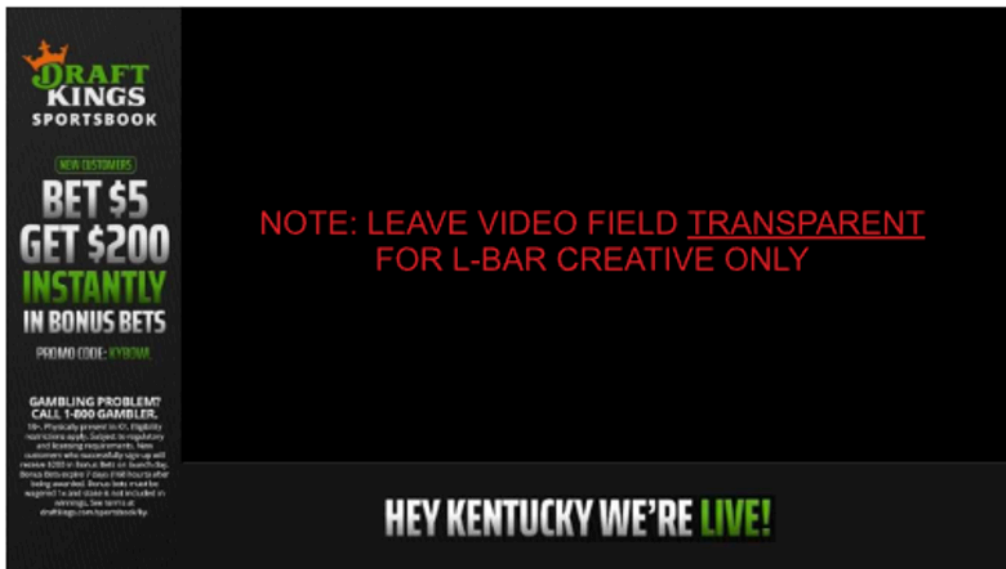
L-Bar advertising materials must be a single image file that fits the total BCTV screen dimensions of **1920 x 1080**. Within this execution, the L-Bar must include both the vertical (1080 x 336) and horizontal (1584 x 190) segments outlined below, as well as a transparent layer placed in the remainder of the layout (i.e., the video portion of the BCTV screen).

Video Field Static or Animated Display Ad Dimensions

Static display ads or billboards must also be created as a single image file that fits the total BCTV screen dimensions of **1920 x 1080**, disregarding any L-Bar boundaries and/or the need to leave any portions of the screen transparent.



L-BAR AND VIDEO AREA DIMENSIONS



SAMPLE L-BAR EXECUTION

ADVERTISING STANDARDS AND PRACTICES

BCTV will telecast only commercial material which is lawful and of an appropriate standard to be televised on BCTV. BCTV may refuse to distribute any commercial or any element thereof that, in BCTV's sole judgment:

1. Does not conform to these regulations or to BCTV's general practices and formats regarding commercials, as they may be modified from time to time;
2. Is not of a suitable technical quality;
3. May violate any rights of any person, firm or corporation;
4. Contains any false, unsubstantiated or warranted claims for any product or service, or makes any unauthenticated testimonials;
5. Advertises any habit-forming drug, handgun or handgun ammunition, pornography or adult entertainment establishment;
6. All INSTITUTIONALS (PSA's), paid or unpaid and regardless of source, must be approved in advance by BCTV;
7. Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or refers to matters that are not considered socially acceptable topics;
8. Contains any false or ambiguous statements or representations that may be misleading to the audience;
9. Includes any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
10. Unfairly disparages or libels any competitor or competitive products; or
11. Is or might be injurious or prejudicial to the interest of the public, BCTV or honest advertising and reputable business in general.

ADDITIONAL LIMITATIONS/RESTRICTIONS

BCTV reserves the right to accept or reject any advertiser, ad campaign, or ad creative at its sole discretion; to revoke its acceptance of, and to require the elimination or revision of any advertising matter that is inconsistent with BCTV standards, policies and practices.

Ad campaigns sold by local Bowling Centers must adhere to category exclusivities as sold by BCTV which shall be updated periodically by BCTV at the time that such category exclusivities take effect.