



Technical Spec

This document sets out technical specifications for producers supplying advertising to madfrog

madfrog is a trading name of: Bob Ede TV Limited
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Important

Our tech spec is designed to ensure that all adverts sent to us play correctly and important information within the frame is displayed correctly.

Video Formats

Landscape screens: HD resolution - 1920 pixels wide by 1080 pixels high

Portrait screens: HD resolution - 1080 pixels wide by 1920 pixels high

File format: mp4 (h.264) data rate 6 – 8 mb/s
NOT .mov format please
Conversion from .mov to .mp4 may be charged

Frame rate: 25fps in the PAL format

No audio: Adverts must be supplied **MUTE**

No fades: **No** fade in at start or out to black at end please

Resolution: High Definition (HD) 25p (progressive)

File naming: Please identify your advert clearly in the file name
ie: Village_Hotel_Invite_Dec_22.mp4

4K assets: We can accept 4K content but not all screens are 4k so content will be downscaled to HD



Stills/Graphics

Still images and graphics will be displayed for the booked airtime duration. A series of still images can be displayed as a sequence and the timing of each still in seconds can be set within our Content Management System.

Landscape screens:	1920 pixels wide by 1080 pixels high
Portrait screens:	1080 pixels wide by 1920 pixels high
File format:	jpg (different formats will be converted to .jpg*)
File size:	Under one megabyte (1Mb) please Larger files will be re-sized*

*a charge may be made for conversion/re-sizing

Copyright

Customers must be prepared, if requested, to provide **madfrog** with written confirmation that they own the copyright to supplied material.

Family Audiences

All adverts, video and stills, must be suitable for viewing by family audiences. No visual effects such as rapid flashing or strobing that can cause some viewers distress and epileptic fits. Please download & read our Ts&Cs from our website www.madfrog.co.uk which details our conditions for accepting advertising.

Deliverables

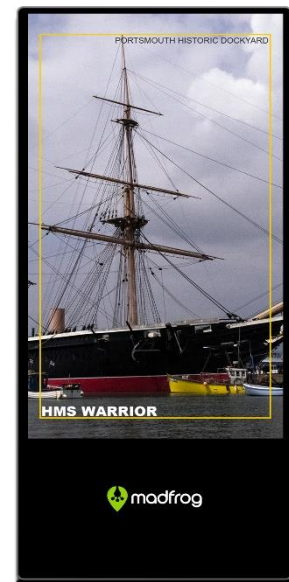
Use 'WeTransfer' (or a similar file transfer client) to send your assets to bob@bobedetv.com

Caption Safe Areas

Please ensure all captions for both video and stills are readable and avoid using too much text. **Less really is more!**

Choose fonts, colours, and layout that are readable over the background, especially live action video. If you use scrolling, rolling or animated captions, ensure they are on screen long enough to be read easily.

Remember your viewing audience will be further from the screen than you are when designing the creatives. The minimum point size we recommend is 36px see PORTSMOUTH HISTORIC DOCKYARD caption below.



Captions and logos should be placed within the **Safe Area**. Failure to do so may result in content being cropped by some displays which over-scan video. In the examples above, the **orange** rectangles are the **Safe Areas**.

Landscape screen **Safe Area** is 100 pixels in from the left and right of the frame, 55 pixels in from the top and bottom of the frame.

Portrait screen **Safe Area** is 55 pixels in from the the left and right of the frame, 100 pixels in from top and bottom of the frame.



Summary

Video: mp4, MUTE, 25fps, 1920 x 1080, max data rate 8 Mbps,
no fades at start or end, designed to fit **Safe Area**.

Stills: jpg, 1920 x 1080, max file size 1Mb,
designed to fit **Safe Area**.

Contact Details

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For advertising enquiries please contact:
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