



## Artwork/Photo Specifications

### **Logos**

**\*\*Preferred\*\***

Vector artwork in Adobe Illustrator .ai or .eps format, layered PDF's with vector graphics within.

Fonts used in the vector artwork must be converted to outlines in Illustrator before submission to us.

*Can Also Take:* raster .PSD files, .JPG, .TIFF for logos if no other format is available.

### **Photos**

Digital Photos:

640x480 pixel sized photos minimum.

1 Megapixel (1280 x 960) and larger sized digital photos are preferred.

FORMATS: JPEG, PSD, TIFF, Camera RAW, CR2 raw, NEF raw

Scanned Photos:

Photos scanned at 150dpi or higher are preferred.

FORMATS: JPEG, PSD, TIFF, PDF, TGA

## Video Specifications

### **Video Notes**

1. We cannot remove graphics over the pre-existing footage. We cannot edit or encode pre-existing: Real Video Files (.ram, .rm), or Flash Video Files (.swf, .fla, .flv).
2. However we can accept 320x240 pixel size FLV videos ONLY. No other pixel size of FLV videos can be accepted, only 320x240. We have the right to refuse an FLV video if it was encoded at a poor quality bitrate.
3. We cannot separate music from a voice if both are in the same audio file. It is technically impossible to do so.
4. Pre-existing files will encoded and put live as they are submitted. Please ensure there is no unwanted material in the file submitted.

Video should be sent in one of the following file formats:

(720 X 486 **or** 320x240) - Quicktime

In these codecs: Uncompressed, MJPEG, MPEG, DV, MP4, Cinepak, H.263, H.264  
(Widescreen 16x9 videos are also accepted)

(720 X 486 **or** 320x240) - AVI

In these codecs: Uncompressed, DV, MJPEG  
(Widescreen 16x9 videos are also accepted)

(720 X 480) - MPEG-2 with (elementary stream) or without (program stream) separate audio files. But the audio file(s) must still be provided if it is an elementary stream MPEG-2 format.

Windows Media Files (WMV) - These must be at or have over 500 kbs bit rate and at least be 320x240 in size.

Other sizes, larger than 320x240, WMV's are accepted as well.

DVD video disks

Data disk with the video(s) burned onto them as data, but still within the specifications as outlined here.

We can also accept the following tape formats:

--Beta SP Tape

--DVCPRO Tape

--DVCAM Tape

--miniDV Tape.

## Audio Specifications

All audio only files should be sent as WAV file format at 44.1KHz or 48KHz. We can also accept MP3 files with a bitrate of at least 64kbps bitrate.

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**All mailed materials should be sent to:**

Digital Media Communications  
Attn: Production Management  
140 Dutchman Blvd, Ste. C  
Irmo, SC 29063  
803-732-3656

**OR** you may email them to your market supervisor/contact at DMC if they are smaller than 20MB total for all material files submitted.