

# Adtag® / Adcopy® is going High Definition!

Visible World now accepts Native HD media for Adtag/Adcopy campaigns

## What do I need to know?

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- HD footprint is currently 75 markets (13 in the top 15 DMAs)
- Native HD media will only be accepted electronically (i.e. no tapes)
- Other markets will be enabled for HD throughout the year, with all markets expected to be online by Q4'11

## When I send HD media, what happens next?

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- Visible World will use native HD media for air on HD networks
- HD media will also be down-converted for air on SD networks
- Markets not yet HD-enabled will receive the down-converted SD content only; this content may then be up-converted again by the market for air on HD networks. Visible World cannot be held liable for the impact of multiple up/down conversions
- Down-conversion preference must be indicated as either "Center-cut safe" or "Letterbox." Please indicate preference on the Slate and Style Guide, at a minimum. Additionally, media handling preference can be provided on delivery notification or in the file name

## Can I still send SD media?

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- Yes, SD media is still supported and will be up-converted for air on HD networks. Unfortunately, Visible World does not currently support the combination of SD and HD media within a single campaign
- If a client desires separate SD and HD content, agency must traffic separate campaigns

## Are there any restrictions?

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- Large Adcopy campaigns (over 40 versions, either SD or HD format) will not be accepted due to size limitations; consult your Visible World operator about how to create these campaigns using Adtag instead

For production-related questions, contact Sean Egan, Adtag/Adcopy Editor, at [seane@visibleworld.com](mailto:seane@visibleworld.com)  
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