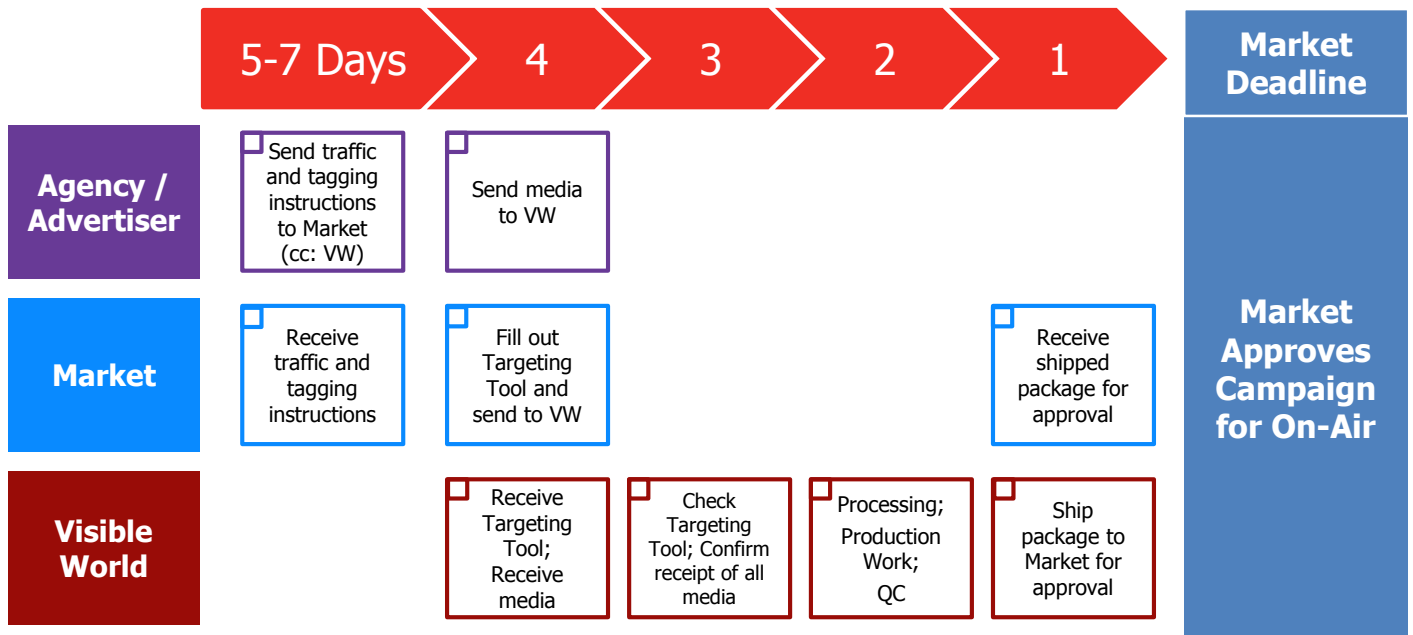


# Adtag® / Adcopy® - Process Timeline Checksheet

NUMBER OF DAYS PRIOR TO MARKET DEADLINES



## PROCESS SUGGESTIONS (TO AVOID DELAYS IN THE ABOVE TIMELINE)

- Completed Targeting Tool (Regional Planner / CIF) must be in-house at Visible World for processing on received media to commence (aim to send traffic at same time or prior to media)
- ISCI codes on Targeting Tool must match the codes on traffic, or file names/labels on media
- "Default" spot must be specifically identified
- For channel tagging, the word "Channel" and the actual channel position must be broken into separate tag fields (e.g. "tag1" field = "Channel", "tag2" field = "555")
- Specific tagging instructions must be consistent (e.g. "CHANNEL" vs. "Channel" vs. "channel")
- Submit copies of media assets (do not send master)

- File names must exclude spaces, hyphens, underscores or other non alpha-numeric characters
- Provide consistent tagging elements (e.g. voice-over tags match video and have consistent audio levels; picture tags are consistently sized and formatted)
- Incorporate additional time to turnaround sample requests (including approval from agency/client)
- HD-Specific**
  - Client is responsible to design for SD compatibility
  - For Adcopy, large campaigns (over 40 versions, either SD or HD format) cannot be accepted due to size limitations

## ADTAG / ADCOPY PRODUCTION SPECS CHECKLIST

### Video

#### **Tape (SD only; HD must be electronic)**

- Include individual slate for each spot, with ISCI (must match Targeting Tool), in addition to description, duration and client details
- Mark as "Finished" or "Taggable"
- Label both case and tape with client name and ISCI
- Continuous time code – no bars and tone
- Default copy is left untagged (for Adtag)
- DigiBeta or Beta SP only

#### **Electronic Delivery**

- For HD, indicate down-conversion preference; either "Center-cut safe" or "Letterbox"
- Combination SD and HD media is not currently supported within a single campaign
- Include individual slate for each spot, with ISCI (must match Targeting Tool), in addition to description, duration and client details
- File name is correctly defined using the ISCI
- QuickTime (.mov) – ProRes 422 (HQ)

### Audio / Dynamic Graphics

#### **Audio**

- File name matches Audio Tag field in Targeting Tool and is correctly defined
- One file per voice-over read
- Audio levels (EQ, normalization and gain) are consistent and match video
- Wave (.wav) file format {48 kHz / 16 bit / Stereo (L R)}

#### **Dynamic Graphics**

- File name matches Graphic Tag field in Targeting Tool (do not include file extension)
- All images are consistently sized and formatted
- JPG, TIFF, TGA, PSD, EPS

### Delivery

#### **Physical**

- Visible World  
460 West 34th Street  
14th Floor  
New York, NY 10001  
ATTN: Campaigns
- Do not send master files (send copies only)

#### **Digital**

- DG, code is "VSBW"
- Extreme Reach, search for "Visible World"
- FTP, contact [campaigns@visibleworld.com](mailto:campaigns@visibleworld.com) for login info
  - [ftp.visibleworld.com](http://ftp.visibleworld.com)
- To use Yangaroo DMDS, contact [campaigns@visibleworld.com](mailto:campaigns@visibleworld.com)