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your **community**

## CATV SPONSORSHIP VIDEO SPECIFICATIONS

CATV's viewers understand and appreciate corporate support, so a low-key brand-focused on-air message is well-received.

### VIDEO CONTENT GUIDELINES & RESTRICTIONS

Sponsors can either provide CATV with a :30 sponsorship video or ask CATV to create one. The video's content must follow CATV-FCC guidelines as follows:

#### **Sponsors can include in their video:**

- Non-promotional, value-neutral descriptions of the organization & its products or services
- Mission language that identifies and does not promote
- Product images
- Established taglines
- Length of time in business
- Website address (*no phone number please*)

#### **Elements that CANNOT be used in a CATV sponsorship video:**

- Calls to action (*"Contact us now..."*)
- Pricing (*"Tours beginning at \$1,500"*)
- Offers or inducements to buy (*"Free upgrade"*)
- Superlative or qualitative claims (*"Our exciting tours...."*)
- Depiction of "satisfied customers", i.e. testimonials  
(*"This company is the best I've ever worked with..."*)
- Comparative claim (*"Our brokers work harder...."*)

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### SUBMITTING PRE-MADE VIDEO

CATV loves pre-made videos that meet CATV-FCC guidelines. Your advertising agency, or internal production services team can ask CATV for technical clarifications by contacting CATV at 1.802.295.6688 or by email to [info@catv8.org](mailto:info@catv8.org)

#### **Examples of successful :30 national spots to inspire your video production:**

Viking Cruises: <https://vimeo.com/251556858/7254f5f592>

Amazon Audio Books: <https://vimeo.com/156729837/7ed3ce42cf>

Farmers Insurance: <https://vimeo.com/251551950/08d5fc8900>

#### **Submission Deadline:**

Sponsorship video **air date starts the 1<sup>st</sup> of each month** and runs for the entire month.

- CATV needs to review supplied video to confirm it follows production guidelines **fifteen (15) working days before the first day of airing.**
- CATV will respond with confirmation or guidance within two (2) working days of receiving your emailed submission.
- Submit final video in correct format **10 working days prior to air date.**

**Example:**

**Sponsorship video air date begins May 1**

- Submit video sample for review to CATV by April 9 (*15 working days prior to air date*).
- Submit final video to CATV by April 17 (*10 working days prior to air date*).



**TECHNICAL SPECIFICATIONS**

Digital file specs: Provide an H.264 file with the following characteristics

File Extension: .MOV or .MP4

Audio Codec: AAC-LC

Frame Rate: 29.97

Audio Sample Rate: 48khz

Frame Size: 720 x 480 OR 1920 x 1080

Note that CATV cable television channels air in high definition on VTel and standard definition on Comcast.

How to send file: Submit video by cloud-based delivery system to [info@catv8.org](mailto:info@catv8.org), or by mail to CATV, Inc., 85 N. Main Street, Suite 142, White River Junctions, VT 05001, Tel 802.295.6688. If sending file by mail, please provide on a USB thumb drive. Indicate if thumb drive should be returned to sender with return address.



**CATV-CREATED VIDEO**

The key to a successful video depends upon a responsive sponsor who can provide feedback in a timely fashion regarding 1) script approval, 2) coordinating a compressed shoot schedule, and 3) two rounds of video review approval. CATV expects the process to take no more than one month to prepare a sponsorship video.

**IMPORTANT:** CATV-created sponsorship videos are made exclusively for CATV television channel use. If the sponsor would like to use the CATV-created video for other uses, the sponsor must first pay CATV a \$200 production service fee.

**Example of CATV :30 spot:**

<https://www.youtube.com/watch?v=2FVFYjIVbuw&feature=youtu.be>

To reserve sponsorship placement, please contact CATV @ [info@catv8.org](mailto:info@catv8.org)  
or call 1.802.295.6688.

Thank-you for partnering with local non-profit media.

**Community Access Television**

Your Voice • Your Channel • Your Community