

VancouverLive!

VIDEO SCREEN

Advertising Program

Information Guide

Is your organization looking for a high-profile way to promote its events? The City of Vancouver, through the Vancouver Live! Video Screen Advertising Program offers access to free airtime on a video billboard for non-profit arts and culture organizations. You pay for and arrange the production of the video, and we provide a place for it to show.

Eligible non-profit arts organizations are encouraged to read this entire document and to fully research this opportunity before submitting a request. These spaces are in high demand, so apply now.

<http://vancouver.ca/people-programs/video-screen-advertising-program.aspx>

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Overview

This program runs on a pair of outdoor video screens, installed on the facade of a commercial building located at the north-east corner of Robson and Granville in downtown Vancouver. One screen faces west, the other faces south. The screens measure approximately 30 x 20.4 feet (approximately 9.14 x 6.22 metres) each, and are capable of full-colour, and full-motion display.

At full capacity, a total of 2.4 hours per day is available which is broken into a repeating 3-minute promotional loop. The remaining broadcast time is devoted to commercial advertising controlled by the owner.

What does this mean in terms of frequency?

The loop is anticipated to run approximately:

- 48 times a day
- Which is approximately 2 times per hour
- An ad running as a part of Vancouver Live! will be shown approximately 144 times a day.

This promotional opportunity is made possible through the City of Vancouver. The screens are owned by Bonnis Properties, and operated by Astral Media.

General Eligibility Criteria

All applicants for the Video Screen Advertising Program must meet **ALL** of the following criteria:

- Registered as a non-profit society in British Columbia for at least six months;
- Be an organization with an arts and cultural mandate;
- Based and active in the City of Vancouver; and
- Provide arts and cultural programming or activities that are open to the public, are publicized city-wide, and that take place within the City of Vancouver boundaries (not in other Lower Mainland municipalities).

From time to time, Cultural Services may use the screens for promotional campaigns in support of the City's creative and cultural sectors.

Groups and activities not eligible for airtime under this program may be eligible to purchase space at the non-profit rate directly from the screen owner. For more information contact Astral Media at advertisewithus@bellmedia.ca.

Description

Eligible arts organizations are invited to request airtime from the program in order to run promotional campaigns. There is no cost for the airtime; however the program does not provide funding for design or production support. Organizations are responsible for supplying a broadcast quality spot.

All promotional campaigns are approximately 15 seconds in length, silent, and may take full advantage of the colour and motion capabilities of the screens. Campaigns can be as simple as animating the graphical elements of a poster, or as complex as shooting and fully producing a video.

While the industry standard is a 2-week run, an organization may request up to eight. On average, organizations can expect to be allocated four weeks.

In order to distinguish arts & cultural content running as part of this program from the commercial content run by the screen's owner, Vancouver Live! campaigns will be packaged into a repeating, 3-minute, cultural loop. This is comprised of a frame and 12 promotional messages. The loop is shown 24 hours a day.

Ineligible Activities & Organizations

The following organizations **ARE NOT** eligible for campaigns as part of the Vancouver Live! program:

- Any group not able to meet **ALL** the general eligibility criteria;
- Any group whose primary mandate is sport or fitness;
- Educational, political or religious organizations;
- Community service organizations;
- City of Vancouver departments or branches.

The following activities or events are NOT eligible:

- Conferences, workshops, and other forms of training;
- Lotteries or contests;
- Events that are largely or exclusively fundraisers;
- Sporting events which include an ancillary cultural component.

General Information

Eligible non-profit arts organizations are encouraged to read this entire document and to fully research this opportunity before submitting a request. Assistance with these guidelines is available by contacting the City's Cultural Services Department at 604-871-6228 or by emailing tsavanlive@vancouver.ca.

- This program provides airtime access to a pair of highly visible outdoor screens to eligible non-profit arts organizations. The program does **NOT** provide funding for design or production.
- In order to gain access to this program, an organization **MUST MEET ALL** of the program criteria and not be promoting anything on the list of ineligible activities. For more information see: *Eligibility Criteria and Ineligible Activities and Organizations* (page 2).
- All promotional campaigns airing through this program will be packaged into a repeating, 3-minute, cultural loop comprised of a frame and 12 promotional campaigns. Organizations wishing to appear on the screens outside of the loop are invited to become an advertiser through Astral Media. For more information contact Astral Media at advertisewithus@bellmedia.ca.
- It is recommended that interested organizations allow themselves at least six calendar months lead time and apply four calendar months in advance. Additionally, organizations should plan for the Cultural Services review of the material to take up to seven working days, and for Astral Media's packaging review to take three working days. For more information see: *Process and Timeline to Success* (page 5).
- Deadlines for requests occur monthly, and are accepted on an on-going basis year-round. Late requests will not be considered. Currently organizations may request a run of two to eight weeks. On average, organizations can expect to receive four weeks. For more information see *How to Apply & Deadlines* (page 4).
- Organizations are encouraged to take full advantage of the colour and motion capabilities of the screens and are responsible for supplying a silent, 15-second, broadcast-quality promotional spot. For more information see *Designing and Producing the Campaign* (page 6).
- All material **MUST** be reviewed by Cultural Services in order to be included in the promotional loop. Submitted designs are not evaluated artistically, but will be assessed for compliance with guidelines and reviewed for legibility. Organizations will provide an MP4 or MOV file that is compressed to a maximum size of 10 MB. This is used for online and electronic filing purposes; to check that the art generally appears to conform to program guidelines and the Canadian Code of Advertising Standards. For more information see *The Process and Recognition Considerations* (page 6).
- Not all eligible campaigns will be able to be accommodated. Past allocations do not guarantee placement on the schedule in subsequent years, and do not serve as a benchmark of support.
- The requirements described in our online guidelines and confirmation letters exist to ensure efficient, equitable, and successful operation of the Vancouver Live! Program. This includes: adherence to timelines, supplying a copy of the spot to be reviewed, and provision of complete information. Please note that groups that do not give the guidelines and confirmation letters due consideration during the course of application may not be given priority for bookings in the future.

How to Apply for Airtime

Each campaign will consist of a silent, 15-second, broadcast quality promotional spot. A maximum of 12 different campaigns will be included in a repeating 3-minute loop. All campaigns begin on a Monday and run until Sunday.

Deadlines for requests occur monthly, and are accepted on an on-going basis year-round. Organizations may place a request up to eight calendar months in advance of the desired airtime. It is highly recommended that requests be submitted at LEAST four calendar months in advance of the desired airtime.

Some things to consider:

Organizations may apply for advertising space twice in a calendar year. Subsequent applications will be considered only if airtime is available. **Each campaign requires a separate application.** This aids timely processing and helps avoid errors.

On average, successful applicants can expect to be allocated four weeks. Organizations may request a campaign that lasts between two and eight weeks.

Placement within the promotional loop is at the discretion of Astral Media. Generally, it is NOT possible to request specific locations within the loop. This includes sequence of display (beginning middle, end) and campaign neighbours (compatible or incompatible campaigns by others).

Campaigns with multiple spots or organizations:

- Organizations may only apply for ONE campaign to be included per time period or loop.
- Concurrent campaigns will NOT be considered. Sequential campaigns WILL be considered.
- Applications from two or more arts organizations to run the SAME campaign, during the SAME time period or loop, using the SAME spot will not be considered. However, applications from two or more organizations to run the same campaign, in sequential time periods or loops, using the SAME spot WILL be considered.

Making a request is simple

All requests must be in writing. The preferred method of submission is by emailing tsavanlive@vancouver.ca

The letter must include the following information:

- Full organization name
- Address of organization
- Name of contact person
- Phone number
- E-mail address
- Date, name, and summary of event being advertised
- Dates of campaign desired (starting on a Monday and ending on a Sunday)
 - Minimum and maximum number of weeks desired (2 – 8, typically 4)

Additional information or supporting documents will be requested by Cultural Services if needed.

Not all eligible campaigns will be able to be accommodated.

Past allocations do not guarantee placement on the schedule in subsequent years, and do not serve as a benchmark of support.

The Process

Upon receipt of the written request, Cultural Services records it into the City's overall allotment of airtime.

Requests are reviewed monthly following a deadline. The deadline is three calendar months in advance of the calendar month being reviewed. (i.e., Airtime for campaigns starting in April is reviewed in January).

The review includes checks and assessments related to:

- General eligibility;
- Commitment to produce and run a campaign;
- Confirmation of resources; and
- The flexibility of requested dates.

Successful organizations are notified via email which provides links to detailed information on material creation, outlines their run dates, airtime value, delivery deadlines and the airtime that is booked with Astral Media by Cultural Services.

All campaigns running under this program must be reviewed and approved by The City of Vancouver, through Cultural Services. This is to ensure that video artwork conforms to program guidelines, recognition considerations and the Canadian Code of Advertising Standards. For more information review [The Process and Recognition Considerations](#) (page 6).

Organizations should allow up to 7 working days for material to be actively reviewed and commented on. Submitted designs are not evaluated artistically, but will be assessed for eligibility and reviewed for legibility. A final approved version must be supplied to Cultural Services for online and electronic filing purposes.

Placement within the promotional loop is at the discretion of Astral Media. It is NOT possible to request specific locations within the loop. This includes the sequence of display (beginning middle, end) and campaign neighbours (compatible or incompatible campaigns by others).

Timeline to Success

The following is provided ONLY as a guideline.

16 weeks+ to airing - Research

Organizations should carefully research this opportunity and consider their capacity to produce a campaign before requesting airtime. The program ONLY provides airtime and does not provide financial or other support for the design or production of the actual videos.

12 weeks to airing - Deadline for Requests

Organizations may place a request up to eight calendar months in advance of the desired airtime. It is strongly suggested that organizations submit their request at LEAST four calendar months in advance.

11 weeks to airing – Review of Requests

Using monthly deadlines, Cultural Services reviews requests, schedules and allots airtime.

10 weeks to airing – Notification of Status

Organizations are notified by email, provided with detailed information, and the airtime is booked with Nine Green Apples by Cultural Services.

2 weeks to airing – Provide Content for Cultural Services Review

Organizations provide an MP4 or MOV file under 10MB to Cultural Services. Organizations should allow up to 7 working days for this process. Email the preview version to tsavanlive@vancouver.ca

1 week to airing – Provide Content for Packaging Review

The organization sends the approved spot to Nine Green Apples and emails tsavanlive@vancouver.ca to confirm that the material has been delivered.

- If the file is *under* 25MB in size, the organization emails the file to vancouverlivesubmissions@gmail.com
- If the file is *over* 25MB in size, the organization delivers the file to Nine Green Apples using their preferred file transfer site.

All spots are then reviewed technically to ensure that they meet the specifications for running on the screen

1 week to airing

Nine Green Apples packages the promotional loop for airing.

Designing and Producing the Promotional Spot

Organizations are encouraged to get an early start on designing the campaign spot. Begin researching as early as six to eight calendar months in advance of the desired campaign run. We encourage you to take full advantage of the colour and motion capabilities of the screens, and are responsible for supplying a silent 15-second broadcast quality spot. Remember: It is not possible for spots to run with sound.

PLEASE NOTE: the program does NOT provide funding for design or production.

Making an Effective 15-Second Spot

- Confirm that the budget allows for all design and production costs. Designers and production houses can provide general information, design options, help estimate costs, and advise on timing.
- Provide a clear brief to the production company or editor so that your needs are met.
- To attract attention in a small window of opportunity, the images must create an impact, text should be clear, and the consumer should be able to understand the content in a few seconds, i.e.: What, Where, When, How.
- Provide copy which is clear and simple, what it is, where it is, when it is, and how to respond or get further details (phone no. or web address, or both). Keep font styles bold and simple; do not mix fonts if possible. Provide the font if the production company or editor does not have it.
- This is a visual medium. At the minimum, photography and/or graphics will help the spot be effective. Both photographs and illustrations can be animated to give the spot more life.
- Provide clear, bold logos, and large graphics and photo artwork.
- Remember: All designs must meet industry and Canadian Code of Advertising Standards. For more information see: <http://www.adstandards.com>

General Recognition Considerations

Content in the Vancouver Live! program is packaged into a loop of cultural campaigns. Specific recognition of the City of Vancouver within this program is not required.

Recognition of an organization's sponsors within the promotional spot

Time on the video screens is not to be used by eligible organizations to promote third party content (including images, graphics, messages and logos) or commercial entities, events, products or services. Organizations may make limited use of third party logos, wordmarks, etc in recognition of significant contributions or support, provided the presence is incidental to the overall design and message.

Organizations wishing to recognize their sponsors within their promotional spot must:

- Limit the sponsor's airtime presence to a statement or display of the sponsor's name and/or logo along with the title of the event and/or mention of the entity as a sponsor of the event;
- Ensure that the statement or display of the sponsor's name does not exceed the text size used for the title of the event and that it uses the same respective text style or font.
- In addition, organizations should be aware that consideration will NOT be given to exclusivity agreements entered into by the organization requesting space.
- Organizations may find the recognition content of their campaign running alongside content which is compatible or incompatible. Accommodations in scheduling or placement within the loop will not be considered by Cultural Services or Astral Media.

Production Specifications

For those with limited resources, video content can be created easily through low-cost conversion software like <http://www.wondershare.com> (not an endorsement- please do your research!)

The following specifications apply to organizations that are creating their own spots, as well as those who have engaged service providers.

- 1.Video content size: 612 x 900 pixels
- 2.File format: MP4 or MOV
- 3.Aspect Ratio: 1 : 1.47
- 4.Frame Rate: 29.97 frames per second
- 5.Recommended text size: 72px or higher for headlines and 36px for content
- 6.Screen resolution: 72dpi
- 7.Colour: RGB
- 8.The first 5 frames must be black
- 9.Must meet ad objective, be grammatically correct and comply with Canadian Ad Standards guidelines, see www.adstandards.ca.

For more information on the above specifications, and for assistance with technical questions, see <http://astralstudio.ca/creativeguide.pdf>.

Delivering the Campaign Spot

All campaign spots must be approved by Cultural Services in order to run on the screens. Submitted designs are not evaluated artistically, but will be assessed for compliance with guidelines and legibility.

Nine Green Apples technically reviews files to ensure that they can be packaged correctly for airing. It is the responsibility of the organization to resolve any technical issues that arise. Files not meeting the specifications will not be packaged. They may be returned for correction or assessed a preparation fee of \$100. If technical issues cannot be resolved, the spot will not be included in the promotional loop.

IMPORTANT:

- We strongly suggest allowing up to 7 working days for the file review by Cultural Services. Ensure that the file is no more than 10MB. The file should be emailed to: **tsavanlive@vancouver.ca**
- The specific deadline for a campaign's delivery is provided in the organization's allocation letter. This is general a week before the airing date.
- Organizations are required to submit promotional spots which adhere to the technical specifications outlined in *Designing and Producing the Promotional Spot* (page 6).
- File names should ensure that the campaign is identified both by promotion name and length. i.e. Organization_EventName_15sec.mov

Sending your video file:

Once your piece is ready, please do the following:

- Double check that your file is less than 25MB in size. If the file is more than 25MB in size, it can be sent to Nine Green Apples (vancouverlivesubmission@gmail.com) via a file sharing program.
- Attach your file to a notification email with the subject line: "VANCOUVER LIVE SUBMISSION - (your organization name here)" and send to vancouverlivesubmissions@gmail.com
- Send an email to tsavanlive@vancouver.ca to confirm that the material has been delivered.
- Check your inbox for a confirmation email from Nine Green Apples that your file has been received and meets all required specifications.

NOTE: If your spot is OVER 25MB in size, you may deliver your file to Nine Green Apples using your preferred file transfer site.