

# TV Network Streaming Commercial Campaign Advertising



Above are a few of the global giants that paved the way for universal marketing and media stemming from an open introduction to (POI) People of Interest with 24-hour televising and streaming by opening their network doors to media data streaming. Business entrepreneurs have gravitated to a course of balance against normal video production with various media trailers, allowing literary to become a new pathway for authors and publishers as well; ASA Publishing Corporation taking up the mantle and becoming one of the first one-stop shop hybrid of publishing and marketing with multiple partnerships and subsidiaries. We, ASA Publishing Corporation welcomes literary, businesses, musicians, singers, artists, and those who have a quality product and opportunity receive major league advertisement with over one million viewers through well over 200 televised streaming networks with multiple platforms.

Below we have specs and policies that must be met in order to be aired on their networks. Welcome to the world of global digital televised media streaming. Let's get your commercial campaign in motion.

- VIDEO HD Recommended Formats - MPEG, MP4, MOV / VIDEO DURATION: **ACCEPTABLE: 15 SEC**  
**PREFERRED: 30 SEC**  
**LIMITED: 60 SEC**



## SPECS

### VIDEO FORMAT - MPEG

#### AD DELIVERY FORMAT SPECIFICATIONS 1

- Stream Type MPEG-2 Transport Stream
- Video Bitrate 20 - 100 Mbps (CBR or VBR)
- Frame Rate 29.97 (1080i) or 59.94 (720p)
- GOP Structure Closed GOP
- Closed Captioning EIA-608 and EIA-708
- Chroma 4:2:0 or 4:2:2
- Interlacing Upper Field First (1080i) or Progressive (720p)
- Aspect Ratio 16:9
- Width/Height 1920x1080 (1080i) or 1280x720 (720p)
- Typical Transfer 2-40 minutes / Typical Export <1 minute

#### AD DELIVERY FORMAT SPECIFICATIONS 2 - AUDIO:

- AUDIO HD Encoding Type MPEG-1 Layer 2 or LPCM
- Number of Channels 2 (Stereo, 6, 8, or 10)
- PIDs/Channel per PID 1/2, 3/2, 4/2, 5/2, 1/6, 1/8, or 1/10
- Bit Depth 16 / Bit Rate 384 Kbps or 1,536 Kbps
- Sampling Rate 48 KHz
- Instantaneous Peak Audio Max -8 dBFS
- Average Peak Audio Max -10 dBFS
- Average Levels -20 dBFS or -2 dBTP

## VIDEO FORMAT – MP4 / MOV

### AD DELIVERY FORMAT SPECIFICATIONS 1

- Bit depth: 8 or 16 bits
- Bit rate: 10-40 Mbps
- Chroma sub-sampling: 4:2:0 or 4:2:2
- Codec ID: Preferred: Apple ProRes 422 HQ  
Accepted: H.264
- Color space: YUV
- Dimensions: Preferred: 1920 x 1080  
Accepted: 1280 x 720
- Display aspect ratio: 16:9
- Duration: 15-30 seconds
- File extension: mov or .mp4
- File size: Max. 10 GB
- Format: Preferred: QuickTime movie (.mov)  
Accepted: MPEG-4 (.mp4)
- Frame rate: 23.98, 24, 25, 29.97, or 30 fps
- Frame rate mode: Constant
- Sampling rate:
- Scan type: Progressive Scan

### AD DELIVERY FORMAT SPECIFICATIONS 2 - AUDIO:

- Bit Depth: 16 or 24 bits (for audio channel 2)
- Bit rate: 192-256 Kbps
- Channel(s): 2-channel stereo
- Duration: Must match video duration
- Preferred: Pulse-code modulation (PCM)
- Accepted: Advanced Audio Coding (AAC)
- Sampling Rate: 48.0 kHz

### Video Format (\$0.00)

- A video that has **“already been created”** by the Advertiser and just need adjustments, specs, or duration formatting.

### Video Create (\$395)

- Advertiser or ASA **“supplying individual units,”** reels *video clips*, photos, etc., to assemble together in order to create a complete video.

## POLICY

### MEDIA TRAILER GUIDELINES

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These adopted Guidelines govern all advertising (“Ads”) placed with ASA Publishing Corporation and other ASA Publishing Corporation group companies, partners, and affiliates (collectively, “ASA Publishing Corporation”), including advertising on the interface of the ASA Publishing Corporation partners and affiliates operating system, on any ASA Publishing Corporation-branded website and/or application (including The ASA Publishing Corporation Channel, APN TV Media), and/or on any application or channel delivered through ASA Publishing Corporation partners and affiliates operating system. ASA Publishing Corporation may reject any Ads including for reasons such as violation of these Guidelines. In ASA Publishing Corporation’s sole discretion, ASA Publishing Corporation may establish the times during which any Ads may run or other similar parameters. These Guidelines are subject to change by ASA Publishing Corporation at any time.

- Ads will not promote products or services that are directly competitive with ASA Publishing Corporation and their group companies, partners, and affiliates, such as streaming set-top boxes, gaming consoles, sticks, smart TVs, audio speakers, etc.
- Ads must not contain false, misleading, fraudulent, or deceptive claims or content. You must have evidence in support of your advertising claims where this is required by applicable law or self-regulatory guidance.
- Ads must be recognizable as an Ad for and clearly represent the company, product, service, or brand that is being advertised. Products and services promoted in the ad copy must be clearly represented, and the destination site may not offer or link to any prohibited product or service.

- Ads may not offer, promote or link to the following prohibited products or services: illegal narcotics; tobacco products (which includes, without limitation, e-cigarettes, vaping or other products that contain nicotine); drug or tobacco paraphernalia; weapons, ammunition, or explosives; adult products or services, or products or services of an inherently sexual nature; products or services designed to violate or bypass copyright or other intellectual property right restrictions; counterfeit products; products or services that are harmful, threatening, harassing, defamatory, or invasive of another’s privacy or right of publicity; gambling and wagering products or services in jurisdictions where such products or services are prohibited by applicable law; and products or services the sale or advertising of which violates any applicable law.
- Ads may not: include hate speech; discriminate against, tolerate discrimination against, or promote discrimination against, any individual or group (including, without limitation, on grounds of race, ethnicity, religion, gender, age, disability or sexual orientation); encourage conduct that violates any applicable law or regulatory policies or guidelines; infringe upon intellectual property rights, personal rights, or proprietary rights or other legal rights under applicable law; contain nudity, depict people in sexually explicit or suggestive positions, or contain content of an inherently sexual nature that is inappropriate for a general viewing audience (or which aims to reduce a person to a sexual object); contain obscene language; promote or display excessive violence; or contain content that harms children or young people mentally or physically, or which creates fear or is instrumental in causing misfortune or suffering.
- Ads may not suggest false relevancy to generic offers.
- Ads must run in a language that is relevant to the language of the channel and/or its target audience and as otherwise required by applicable law.
- Ads should be Sec 15 or Sec 30 in duration. Exceptions may be made for Sec 60 ads. (Note: 60 Sec ads may have limited network streaming. However, streaming costs of \$1200 remain the same.
- Each instance of advertising, sponsorship, underwriting, presented-by credits or other third-party attribution in channel application logos or banner ads must be expressly pre-approved in writing by ASA Publishing Corporation.
- Ads must comply with all applicable advertising laws and regulations, including self-regulatory guidance.
- ASA Publishing Corporation may establish restrictions or prohibitions in certain jurisdictions on ads for certain categories of products and services or that include certain content which may be required by applicable laws or self-regulatory guidelines.

## VIDEO ADVERTISING

- Ads may not enable the installation of third party-channel applications.
- Ads may not offer or link to search functionalities across multiple ASA Publishing Corporation subsidiaries and affiliate channel applications.
- Ads may not collect personally identifiable information, including, but not limited to, IP Addresses, or enable RFI request for information data collection capabilities. Ads may not download or install executable code.
- Ads may not contain Easter eggs or any hidden functionality.
- Ads may not include pixels, third-party tags, or Software Development Kits of any kind.
- ASA Publishing Corporation and their affiliates reserve the right to review the source code used in ads.
- Ads should be available in SD and HD formats suitable for display on a large screen TV. Low resolution (less than 720 x 480p) or low frame rate (less than 30 fps) is not permitted.