



GRAPHIC & AUDIO SPECIFICATIONS

• ***Providing materials for 1 Better to create your commercial:***

If providing images for scanning, we prefer they be no smaller than 4x6 inches and no larger than 8x10 inches. If you have a document that is larger, but the part of the image that you want scanned fits these parameters, that can be used as well. Please make sure that when scanning images you use 300 as the DPI for resolution. Digital Photos should be at least 3 Mega Pixels or larger.

When sending digital files for a logo, a Vector Based file would be preferred (but not required)

If sending graphics, PSD files would be ideal, otherwise we can also use AI, TIF, PDF, EPS, JPG, GIF or BMP formats, although GIF and BMP are typically web page formats and may be too small to use on screen. Graphics can be submitted through e-mail or on DVD or CD. Any copyrighted material is your responsibility. We are not responsible for any use of copyrighted images or audio.

A wide variety of professional stock photography is also available for a small charge.

(Microsoft Word Documents and Power Point Documents can not be used)

• ***Providing a completed commercial:***

If you are providing a completed digital ad, it would need to be set up with the following specifications: 720 x 480 DV. with a pixel aspect ratio of 0.9. The final project should be provided as an uncompressed QuickTime file on DVD or CD. Please do not send VHS tapes, due to quality we will not be able to use anything submitted on VHS. Also, there will be a small fee for anything submitted on BETA Tape, we have to outsource these tapes to another company to capture the video for us which costs us for each tape. In the case of submitting local TV ads, contact the cable company and ask for a copy of the ad on DVD.

• ***Providing audio:***

We can accept audio in MP3, WAV or AIF format. These can be either e-mailed or sent on CD. We can not use any type of cassette or video tapes. **The finished product you send should not exceed the amount of time of your ad.** Again, we are not responsible for copyright infringement.

All materials can be mailed directly to:

**1 Better, LLC - Production Dept.
124 Osseo Ave N
St. Cloud, MN 56303**

Or e-mailed to:

production@1better.net
