Advertising Guidelines for Virtual Symposiums

- ➢ Ads will be broadcast between lectures using a 720p 30fps format (1280 x 720 pixels, 30 frames per second).
  - ▪ The producer may increase or decrease the size for best display but starting with smaller than 720p will result in decreased quality for the viewer.

Still frames will be broadcast in .jpg format, but producer will convert from native format.

- ➢ Slide shows and videos will be broadcast in mp4, again, the producer will convert from your native format.

Ad type	Submit as	Screen time
Still frame	• Photo • Document • PowerPoint slide	Each single slide will display for approximately 10-15 seconds
Slide show	• Auto-advancing multi-slide PowerPoint • Slide show built into an .exe file • Series of still images (jpg, gif, etc.)	30 seconds–1 minute
Full video	• Any video format (**except** .mkv files)	30 second–1 minute "infomercial" style ads are preferred.
Sound may be added to any of these formats using any common audio format.		

If an advertiser would like assistance recording a custom message (including a voiceover), we can assist for a nominal fee.

If you have any questions, concerns, or ideas you'd like us to consider, please contact Greg at greg@aibroadcasting.com and we will find a way to make it work!