

## BILLBOARD AND CLOSED CAPTIONING GUIDELINES

CITY - OMNI - OLN - FXC - FXX

### ACCEPTABLE:

1. The Corporate advertiser and/or brand name of product.
2. In either audio or video the trademark slogan of a product. For example, "GM – like a rock", "built Ford tough".
3. You can include a phone number/web site for further information.
4. You can say "available soon", "available everywhere".
5. No calls to action!!

### Closed Captioning tag line:

"Closed Captioning is brought to you in part by "advertiser". "Advertiser" tag line."

### UNACCEPTABLE:

1. There can be no:
  - a) product claims; ie. cleans your skin, will receive 8% return on investment, reduces engine emissions.
  - b) comparative claims regarding quality
  - c) market share; best selling, British Columbia's favorite
  - d) indirect or direct comparative claims; best selling, best tasting
  - e) no prices or percentages
  - f) call to action; ie. call now, come see us

### OTHER NOTES RE: Closed Captioning:

1. All closed captioning billboards are 10 seconds long
2. Material is required a minimum of two week prior to the contract start date, in order that Station's Closed Captioning Wraps may be added as required. Audio should be 8 1/2 to 9"
3. If Rogers is responsible for production including client logos, then the logo should be in an eps file – 1920 x 1080. If material has the incorrect Close Captioning tag line of "brought to you in part by" Rogers will re-voice the material to read correctly.
4. In the event this is known in advance it is preferable to receive all material in an unmixed format.
5. Should a client require a copy of the closed captioning spot this must be requested from Pacifica Virzi.
6. Telecaster # is required for all alcohol, natural products, and/or food claims.

Acceptable formats for commercial material are – receipt of material via Extreme Reach preferred aspect ratio is 16:9, HD, 1920 x 1080, for videos to use in editing, we prefer Apple pro res 422, 1920 x 1080. Material can be sent by wetransfer, dropbox or client ftp site.

Any **Production** questions may be directed to:

#### **Pacifica Virzi**

Commercial Production Manager

Phone (416) 764-3371

Email [pacifica.virzi@rci.rogers.com](mailto:pacifica.virzi@rci.rogers.com)

*Note: For Winnipeg, Calgary, Edmonton and Vancouver markets please see your Rep for production information*

Any **Traffic** questions may be directed to:

**Haswati Handrazfil** – Supervisor Phone (416) 764-6725 Email [Haswati.Handrazfil@rci.rogers.com](mailto:Haswati.Handrazfil@rci.rogers.com)

**Darlene Leblanc** – Supervisor Phone (416) 764-6449 Email [dleblan3@rci.rogers.com](mailto:dleblan3@rci.rogers.com)

**Nadia Gicante** - Manager, Traffic Phone (416) 764-6702 Email [nadia.gicante@rci.rogers.com](mailto:nadia.gicante@rci.rogers.com)