



## Business Participation Program Partner Assets Specifications

Required assets for each advertising package are detailed below.

**All assets are due by Friday, February 10, 2023.**

Please email assets to [travis@welcometoaqua.com](mailto:travis@welcometoaqua.com) and [brooke@welcometoaqua.com](mailto:brooke@welcometoaqua.com).

### Meetings Platinum:

- 1/5 Page Print Ads
  - 1 image: Landscape format, 3"W x 2"H (minimum), 300 dpi, .jpg
  - Headline 1: 50 Characters
  - Headline 2: 50 Characters (Business Name)
  - Body Copy: 280 Characters
  - URL: Website homepage (no sub-pages)
- E-blast Features
  - 1 image: Landscape format, 3"W x 2"H (minimum), 300 dpi, .jpg
  - Headline 1: 50 Characters
  - Headline 2: 50 Characters (Business Name)
  - Body Copy: 280 Characters
  - URL: Website homepage (no sub-pages)

### Spring Leisure – Silver:

- YouTube: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
  - 15 seconds Exact
  - Resolution: Preferred: 1920x1080 or 3840x2160, Accepted: 1280x720
  - Aspect ratio: 16:9 only
  - Frame rate: 23.97, 24, 59.94 or 60fps
  - Codec: Preferred: H.264 or H.265(HEVC), Accepted: ProRes 422, DNxHD
  - Filetype: Preferred MP4 or MOV, accepted: MXF
  - Bitrate: 6Mbps minimum, 15Mbps or higher recommended.
- Facebook/Instagram Shared Carousel Ads
  - 1 image
    - Resolution: 1080 x 1080 pixels
    - Image file format: .jpg and .png

- Maximum file size for an image: 30 MB
- Text: 125 characters
- Headline: 40 characters
- Link description: 25 characters
- Click-through URL

### **Spring Leisure – Gold:**

- Video Ads
  - Includes the following vendors:
    - YouTube: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
    - New York Times: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
    - Premion: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
  - ALL videos:
    - 15 seconds exactly, any tails will be cut off.
    - Resolution: Preferred: 1920x1080 or 3840x2160, Accepted: 1280x720
    - Aspect ratio: 16:9 only
    - Codec: Preferred: H.264 or H.265(HEVC), Accepted: ProRes 422, DNxHD
    - Filetype: Preferred MP4 or MOV, accepted: MXF
    - Video must contain audio. Will be limited/lowered if higher than -6db.
    - Frame rates:
      - NYT, Premion and YouTube: 23.97, or 24 fps
      - YouTube can also include 59.94 or 60fps if a separate video is sent.
    - Bitrate: 6Mbps minimum, 15Mbps or higher recommended. Will be transcoded to meet each deliverable spec.
- Facebook/Instagram Shared Carousel Ads
  - 1 image
    - Resolution: 1080 x 1080 pixels
    - Image file format: .jpg and .png
    - Maximum file size for an image: 30 MB
  - Text: 125 characters
  - Headline: 40 characters
  - Link description: 25 characters
  - Click-through URL

### **Spring Leisure – Platinum:**

- Clear Channel Outdoor: Digital Billboard Advertising
  - Business Name: 30 characters

- 1 Image: Landscape format, 1000px W x 500px H (or 14" W x 7"H @ 72dpi), .jpg or .png
- Video Ads
  - Includes the following vendors:
    - YouTube: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
    - New York Times: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
    - Premion: 30-Second Video (15-Second Partner and 15-Second Visit Lauderdale)
  - ALL videos:
    - 15 seconds exactly, any tails will be cut off.
    - Resolution: Preferred: 1920x1080 or 3840x2160, Accepted: 1280x720
    - Progressive scan only (e.g. no 1080i)
    - Aspect ratio: 16:9 only
    - Codec: Preferred: H.264 or H.265(HEVC), Accepted: ProRes 422, DNxHD
    - Filetype: Preferred MP4 or MOV, accepted: MXF
    - Video must contain audio. Will be limited/lowered if higher than -6db.
    - Frame rates:
      - NYT, Premion and YouTube: 23.97, or 24 fps
      - YouTube can also be 59.94 or 60fps if a separate video is sent.
    - Bitrate: 6Mbps minimum, 15Mbps or higher recommended. Will be transcoded to meet each deliverable spec.
- Facebook/Instagram Shared Carousel Ads
  - 1 image
    - Resolution: 1080 x 1080 pixels
    - Image file format: .jpg and .png
    - Maximum file size for an image: 30 MB
  - Text: 125 characters
  - Headline: 40 characters
  - Link description: 25 characters
  - Click-through URL