

Part I: Overview to Adtag™ & Adcopy™ Campaigns

The cable industry has partnered with Visible World to offer customized tagging and zone targeting, a service called Adtag & Adcopy. This sheet will guide you through the process.

<p>1) Campaign planning</p>	<ul style="list-style-type: none"> Cable Market(s) and agency leads attend initial conference call to discuss campaign structure, timing, and execution Media buyer confirms with Cable market(s) that campaign will be executed through Visible World 	<p>2-3 weeks prior to on-air date</p>
<p>2) Targeting instructions submitted</p>	<ul style="list-style-type: none"> Advertiser/Agency provides Cable Market(s) with traffic instructions. For Adtag campaigns, Advertiser/Agency sends market(s) the text for tagging (address, phone number, etc.). See Part 2 for channel tagging Market submits targeting instructions using the Targeting Tool (Campaign Information Form or Regional Planner). This determines which versions air in which zones and their weights/rotations 	<p>3-5 days prior to on-air</p>
<p>3) Media assets submitted</p>	<ul style="list-style-type: none"> Advertiser/Agency provides Visible World media assets. For Adtag, send individual media elements (video, voiceovers, images). For Adcopy, send finished spots. See part 2 for additional detail For Adtag campaigns, Advertiser/Agency provides Visible World with a Style Guide to indicate font, text size, text placement, etc. See part 3 for examples 	<p>3-5 days prior to on-air</p>
<p>4) Final post-production & approval</p>	<ul style="list-style-type: none"> Visible World performs tagging, reviews finished spots, and sends a digital media package to the market containing the spots and targeting rules. Work begins only after all materials are received Market approves package and schedules campaign for on-air 	<p>2 days prior to on-air</p>

Campaign Airs Below Steps Optional

<p>5) Mid-flight campaign updates</p>	<ul style="list-style-type: none"> Market can adjust targeting instructions or tagging after a campaign is on air. Updates appear in 1-2 days Advertiser/Agency can provide Visible World with updated assets. Updates appear 3-5 business days after receipt of new material 	<p>1-2 days for targeting; 3-5 days for new assets</p>
<p>6) Post-campaign reporting</p>	<ul style="list-style-type: none"> Market can request a detailed report showing all versions, zones, and times that spots have aired—a Supplemental Messaging Report (SMR) 	<p>6-8 days after request</p>

Part 2: Campaign Execution Details

Sending materials to Cable Market(s)

How do I send targeting and copy instructions to the cable markets?

- Submit traffic instructions directly to the market and state that it is an Adtag/Adcopy order, copy campaigns@visibleworld.com
- Include client name, ISCI code, spot title, spot length, and flight dates
- Identify the default copy
- Allow sufficient time for market(s) to complete Targeting Tool (3-5 days prior to on-air)

How do I indicate what text should be used for each Adtag spot?

- If Visible World is to produce the tags, submit a list of all the tags to the market. Market enters this information directly into targeting tools; proper capitalization and spelling are essential (e.g. "Street" or "St.")
- The only exception is for tune-in campaigns. For this type of campaign, specify to the market how the word "Channel" is to appear (e.g. "Channel" or "CH"); the market will supply the channel number

Sending materials to Visible World

Where do I send media assets?

Physical:

Visible World
460 West 34th St, Floor 14
New York, NY 10001
ATTN: Campaigns

Digital:

- 1) DG code is VSBW
- 2) Extreme Reach or Radiance
- 3) To use FTP, contact campaigns@visibleworld.com

- Please note that Visible World does not return physical tapes. Please send copies only
- File-based media filenames should be the ISCI code or Ad-ID

How long are assets kept on file?

- Physical assets (tape) are stored for 6 months
- Electric assets (audio/graphic/captured media) are maintained for 2 months
- Hard copies of order details and targeting instructions maintained indefinitely

Who can answer my questions?

Production:

Sean Egan
seane@visibleworld.com
212-739-1976

Operations:

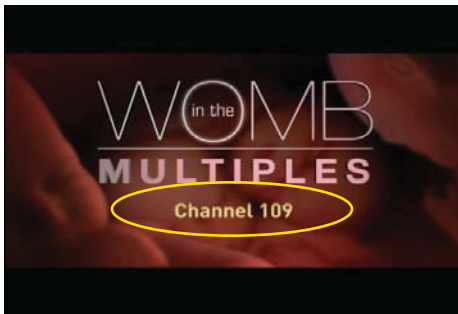
Michael Lorenzo
michaell@visibleworld.com
212-739-1916

Partner Resources & Deployment:

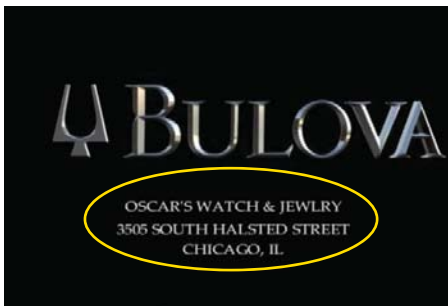
John Dempsey
johnd@visibleworld.com
212-356-8017

Part 3: Style Guide Examples for Adtag™ Campaigns

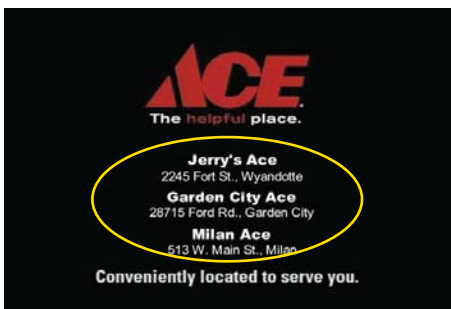
- For all Adtag campaigns, send a screenshot of a tagged frame to Visible World (campaigns@visibleworld.com) with details about how tagged text should appear
- You can also send a video of a sample tagged spot or an Adobe After Effects® Project file for additional clarity
- We recommend that you send the font files with the media to ensure the font meets your exact specifications
- Finished tags will be sent to client for approval by request only. Please allow additional time



- Font - Helvetica Bold
- Color of tag text - RGB 244, 237, 85
- Opacity - 0% (optional)
- Position - (360,419) (optional)



- Font - Times Bold
- Color of tag text - RGB 149, 149, 149
- Opacity - 0% (optional)
- Position - (420,419) (optional)



- Font
 - Line 1 (Name) - Helvetica Bold
 - Line 2 (Address) – Helvetica Narrow
- Color of tag text - RGB 255, 255, 255
- Opacity - 0% (optional)
- Position - (280,419) (optional)



- Font - Futura
- Color of tag text - RGB 149, 149, 149
- Opacity - 10% (optional)
- Position - (420,419) (optional)

Part 4: Detailed Media Specifications for Visible World campaigns

Type	What to send	Accepted formats	Specifications
Video	<ul style="list-style-type: none"> • NTSC Standard Definition Video • All spots must be preceded by a slate listing the spot ISCI or Ad-ID, description, duration & client • Tapes should be clearly marked as finished or taggable • Versions should be identified with the same ISCI code as sent to market • If default copy is already tagged, send an additional tape without tags 	<ul style="list-style-type: none"> • DigiBeta • Beta SP • Uncompressed Quicktime (.mov), 8 bit or 10 bit 	<ul style="list-style-type: none"> • Time code must be continuous and without breaks • Time code can be in NDF or DF format; VITC, if present, must match LTC time code track • Time code must start at least at 00:00:10:00 or later. No zero hour time code rollover • Tapes must include NTSC 75% color bars • Video levels must conform to standard NTSC (0 IRE to 100 IRE) setup • Include audio reference tone (DigiBeta, -20db at 1kHz; Beta SP, -4db at 1kHz) • Digital Betacam tapes must have good "Channel Condition" and no digital breakups • Beta SP tapes must have fewer than 6 dropouts per minute • Quicktime video: interlaced (lower field) first; 720x486; 29.97 fps, Animation (None)
Audio Tags	<ul style="list-style-type: none"> • Electronic file on CD or FTP • Codec for compressed files (not recommended) • For audio tags, each file name must match the audio tag field that the market enters in the Targeting Tool (including .wav). Inform market of file naming convention. 	<ul style="list-style-type: none"> • WAV 	<ul style="list-style-type: none"> • Wave (.wav) file format 48khz / 16 bit / Stereo (L R) • File name cannot contain special characters (e.g. * /) • One file per voiceover read (and one version of read per file)
Graphic Tags	<ul style="list-style-type: none"> • For graphic tags, each file name must match the graphic tag field that the market enters in the Targeting Tool (do not include file extension). Please submit only one version of each graphic 	<ul style="list-style-type: none"> • JPG • TIFF • TGA • PSD • EPS 	<ul style="list-style-type: none"> • All images must be consistently sized and formatted before sending. For example, headshots should all conform to the same pixel size (length and width) and be the same file type