



Billboard

Guidelines

Policies

All billboards that air on 10, 10 Peach or 10 Bold must be placed onto a Network Ten billboard background. It is a presentation policy that those without a background cannot go to air.

All billboard material including scripts, vision/key numbers must be provided by 3pm Mondays, 2 weeks prior to TX.

Voice over sessions for 10, Peach and Bold occur once per week only. If deadlines are missed a charge of up to \$500 may incur to book a voice over artist outside of the specified deadlines. *Please note our voice over artists are contracted to 10 and only on station on certain days.

All billboard advice is to be basic instructions. It is advised that all billboard scripts are approved by the Sponsorship Team to ensure that they are compliant, particularly if references to certain programs that may have limitations.

Regulatory Requirements

Free TV Code of Practice regulatory requirements states that Sponsorship Announcements must conform to the following:

- It must be clear to the viewer that there is a Sponsorship relationship between the sponsor and the program.
- No reference may be made to the price of goods and services. (no dollar \$ value)
- All movie houses billboard must have the classification of the movie visible on screen.
- Sponsorship announcements on behalf of a brewing or other liquor industry company must not draw attention to an alcoholic drink in a manner calculated to directly promote its purchase or use (where the sponsorship announcement is to be broadcast at a time when commercials for alcoholic drinks are not otherwise permitted).

Billboard Background Template

10, 10 Peach and 10 Bold each have their own branded billboard template. The Sponsorship Team and editors will allocate the appropriate background to each billboard.

Clients are advised to send all vision in a 16 x 9 format.

No Charge Billboards

No charge billboards incur a production cost at approx. \$556.00 per billboard per Channel.

Billboards Made Off Station (supplied 100%)

If the client has the billboard made off station, it must be on hand and the key number advised by the Monday deadline. The billboard will need to be checked by the Sponsorship Team for compliance and then placed on the appropriate background.

Please advise if the billboard has not been CAD approved.

Voice Over Artists / Audio

This can change at the discretion of the Network at any time.

If client would like to supply their own voice over or music, this will need to be supplied in advance to the Sponsorships Team in a WAV file format by the Monday deadline. Music provided must be copyright approved.

Scripts

Standard billboards are generally 10 seconds. We require app. 20-25 words. This includes the opening line - "This program is proudly brought to you by....." or something similar.

Please note that URLs can make the script become lengthy, for example, website.com.au totals 7 words.

Ten Sponsorships will advise if the script is too long or not suitable and a backup or revised script will be required.

Vision

If a graphic / logo are to be used, it will need to be sent in either a JPEG or PSD (Photoshop) format.

Logo/vision needs to be Pixel Aspect 1920 x 1080 (HD) to fit a 16:9 billboard frame. *Please note: SD will provide poor quality. Accepted vision formats - mp4, mov, avi

Clients requiring the vision to be cut from a TVC will need to provide the below details:

- Key Number
- Duration
- How it will be arriving on station (Adstream, IMD Cloud or file share link)
- Specific visions/clear editing instructions to be used. (time stamps/storyboard)

Specifications

Aspect Ratio - 16:9

Pixel Aspect - 1920 x 1080 HD

Accepted Formats - mp4, mov, avi

Network 10's Advertising Terms and Conditions apply to all bookings.