

Underwriter Spot GUIDELINES & SPECIFICATIONS

DO'S AND DON'TS

A public service of Arizona State University, Arizona PBS enriches lives by building community connections through trusted journalism, entertainment, education and diverse programming. With a broadcast signal that reaches more than 80 percent of Arizona homes*, the station's primetime ratings consistently rank among the top five local PBS markets in the country.

Messaging on public television is a unique blend of community engagement, branding, corporate philanthropy, PR/marketing and a strategic partnership.

It is not a straight 'spot' buy, and it's not typical commercial advertising. Business, organization and corporate support messages are recognition and thanks to our sponsors for providing financial and in-kind support for our programs, programming and local productions.



See below for a rundown of items that can or cannot be included in underwriting spots.

	YES	NO
Company name and location	■	
Years in business	■	
Visual descriptions of products or services	■	
Primary mission or core values	■	
Phone number, web URL or address	■	
Established slogans	■	
Background music or sound effects	■	
Menu Listings Listing more than four products or services		■
Calls to action Such As: "stop by," "ask about," "come visit"		■
Qualitative words Such As: "tasty," "excellent," "delicious"		■
Comparative words Such As: "best," "better," "more," "No. 1"		■
Price references Such As: "discount," "reduced," "savings"		■
Inducements to buy or sell Such As: "free," "bonus with purchase"		■
Endorsements Such As: "recommended by," "used by"		■



As a public broadcaster, Arizona PBS **must adhere to certain standards that meet FCC guidelines** for on-air messages.

PURPOSE

According to the FCC, the purpose of underwriting recognition spots on public television is to identify the sponsor's support, not to advertise the company or its products or services.



*Source: Viewers in Profile Market Data October 2022 Nielsen.

YOUR SPOT

Your spot may be used to describe your business or organization, identify your products and/or services, express your corporate philosophy or highlight your company's commitment to public television's educational mission.

Your on-air message may include:

- Corporate slogan and logo, including a mascot or symbols;
- A recognized spokesperson's voice;
- Instrumental music as background;

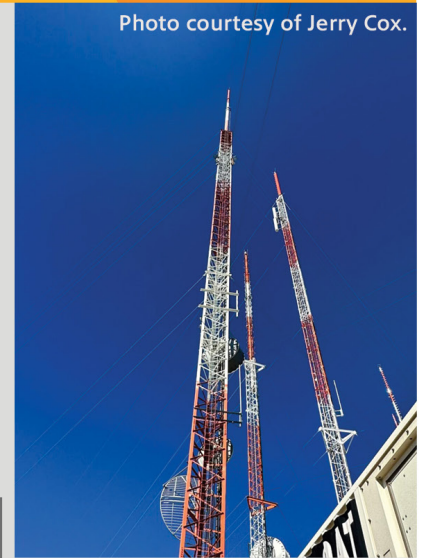
- Website address and/or phone number;
- A duration of either 15 or 30 seconds, depending on the level of sponsorship.

Helpful tip:

A voiceover script for a 15-second spot should be limited to approximately **40 words** or **250 characters**.

The Arizona PBS team can provide **basic script-writing** and **video editing** needs for underwriting spots.

Photo courtesy of Jerry Cox.



PRODUCTION SPECS

PROCESS

- Station performs script review and approval for compliance. This helps to minimize post-production edits.
- Client can request one round of complimentary post-production edits. Additional costs may incur if further edits are needed.



GRAPHICS

High-resolution files required.

	.PSD	.AI	.EPS	.SVG	.PNG	.TIFF
Pre-Made Graphics	■	■	■	■	■	■
Logos	■	■	■	■	■	■



FORMATS

VIDEO

- HD format 1080i

FILE

- Avid DNxHD 1080i, 59.94fps
- MXF OP1a XDCAM HD50 NTSC 60i
- H.264 CODEC (.mov or .mp4)

MINIMUM REQUIREMENTS

- 10 MB/sec.
- 29.97 fps
- 2-channel fully mixed stereo audio
- 48k, 16-bit PCM, AAC

DELIVERY

FILE SIZE

Files under 20MB can be emailed.

Larger files can be sent via DropBox, WeTransfer or Extreme Reach.

TWO WEEKS
before air date

24 HOURS
before ingest date

DEADLINES

Creative materials must be submitted to AZ PBS for production.

Completed spots must be submitted for review.

SAMPLE APPROVED SCRIPTS

"Whitfill Nursery, a valley tradition since 1946; over 200 acres of Arizona grown trees, citrus and palms; complete custom design and installation, and Whitfill Nursery still does the digging. Whitfill Nursery dot com."

"Friendship Village Tempe, a retirement community for over 30 years; offers independent living with residency options; lifelong learning classes, as well as continuing care. Information at Friendship Village AZ dot com."

"Medical, social and spiritual care for patients nearing end of life; and support for their families. A not for profit community hospice; HOV dot org."

ARIZONA PBS
ARIZONA STATE UNIVERSITY

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