

Advertising Specs

Formats:

Description	Size	Bitrate	File Type	Duration
Audio/Video Ads (Play between programs)				
Video 15	640x480 pixels	700-1000 kbps bitrate	FLV, MP4(H.264)	15 seconds
Video 30	640x480 pixels	700-1000 kbps bitrate	FLV, MP4(H.264)	30 seconds
Audio 15	640x480 pixels	120+ bitrate	MP3 + JPG	15 seconds
Audio 30	640x480 pixels	120+ bitrate	MP3 + JPG	30 seconds

Banner Ads (Overlaid on top of programs)

Banner GIF	480 x 60 pixels	n/a	GIF	10 seconds
Banner JPG	480 x 60 pixels		JPG	n/a
Banner SWF	480 x 60	30 fps	SWF	10 seconds

Advertising Rates

All advertising accounts have a minimum of \$50 per month.

Description	Rate
Video 15	\$10/15 second slot
Video 30	\$20/30 second slot
Audio 15	\$5/15 second slot
Audio 30	\$10/30 second slot
Banner	\$10 per non-premium program (assigned to specific programs)
Banner	Premium programs will be quoted. Based on popularity.