

Product Guidelines

Video



What will the client do?

- Client will discuss and confirm the video content, target audience, and objectives with their Mediaplanet contact.
- Client will submit sponsor's logo: vector file preferred, but a high-resolution JPG (a minimum resolution of 300dpi) is also acceptable.
- Client will assist in the creation of a thorough storyboard with their Mediaplanet contact.
- Client will discuss and confirm three questions to be answered by the person featured in the video.
- Client will submit relevant information: statistics, facts, figures, charts, percentages, and other sets of data.

Submission of materials: Email logo, data, and other relevant materials to your Mediaplanet contact.

What will Mediaplanet do?

- Mediaplanet will produce the video (90 second maximum) using the objectives and storyboard discussed with the client.
- Mediaplanet will send the video to client to review. (**Note:** Art direction, editorial standards, style, and tone will remain under the control of Mediaplanet's creative and editorial teams.)
- Mediaplanet will send the completed video file to the client who may share and distribute it with attribution and without alteration.

Who owns the video?

- Both the client and Mediaplanet will have rights to the final video and will be able to share and distribute it as each party wishes.
- Client may distribute the video through any channels or platforms, but may not alter the video's elements.

What is the proofing process?

- Client will receive a draft of the video for review.
- Client may request one round of changes to the video. All additional changes after this will be charged at an extra cost.