

## APTN PROMOTIONAL MATERIAL GUIDELINES

DEADLINE 8-10 weeks prior to program air date

**Promotional materials** are to be provided in accordance with the deadlines specified in the Licence Agreement. Whenever possible, all promotional materials should be provided together in one package. Please note that all items in the promotional materials list should be included in the package, even if some individual items (such as key creative biographical information) may have been previously provided to APTN prior to licencing.

APTN requires material a minimum of eight weeks in advance of the program air date in order to adequately promote the program launch. This is the minimum time to allow APTN to prepare on-air promotional clips, to distribute info to media outlets and to get program information to TV listings services. Please make all efforts to get your materials to APTN as early as possible.

**Promotional footage (“b-roll”)** should be delivered in a Beta SX or HDCam tape format, similar to the broadcast program master tapes, and typically should contain general footage, talent shots, show intro, and sound clips from the program, including “out takes” or footage which is not included in the final program master tape, with unmixed audio/music. APTN’s in-house editors can use this material to create bumpers, promos, teasers or other creative elements for on-air promotion of the program. The length of promotional footage should be approximately 10 minutes for every hour of program duration. Please include a cue sheet as well in the tape jacket, and ensure tape is clearly labeled with program name and producer contact info.

**Print promotional materials** are to be supplied in digital format on cd-rom (minimum deliverable of 1 copy). All print documents must be supplied in a format compatible with Microsoft Word. PDF scans of print documents will not be accepted. Materials should be provided in English for English-language programs and French for French-language programs, and in both languages for programs with both a French and an English version. Materials required are:

- Program Title – final confirmed title for the program. If special title graphics are used in the program, please include the graphic (static or animated).
- Short synopsis – a short synopsis (preferably one line) describing the program/episode for use in tv listings. For series, please provide short synopsis that overviews the entire series, as well as short synopsis for each episode.
- Long synopsis – one-paragraph synopsis describing the program for media notices.
- Final Cast & Crew credits, as they appear on screen.
- Biographical information on principle actors and key positions (Writer, Director, Producer, Hosts).
- **IMAGES:** At least one posed black and white and one color image of the main characters portrayed in the program, and at least 5 action stills in color or black and white. Please note that **contextual stills** in which the focus is on the host and/or principals in context of show are much more useful for publicity purposes than production stills where the crew & equipment are visible in shot. It is a good idea to have



- to watch the program on APTN. APTN prefers that the title graphic be visible in the background whenever possible. Suggested script wording is "Watch<program name> on APTN", (or similar wording as may be determined in consultation with APTN).
- If your program is delivered in high-definition (HD) or standard definition, you must also provide your stand up in HD or standard definition, respectively. The stand up may be provided as distinct tape(s), or included on the b-roll tape(s).
  - Note that scripts for stand ups should not specify or imply any specific air date for the program. In particular, they should not include the words "NEXT" or "LIVE." APTN will insert airdates and times prior to broadcast, as necessary.
  - Please make sure voice in the stand up ends :05 before the end of the stand up, to allow APTN to add airdate and time information. During this time your title graphic should be clearly visible, if possible.
  - A **sound clip** is applicable to all Aboriginal language programs, hosted or not. The sound clip consists of a voice speaking in the Aboriginal language of the program, inviting viewers to watch the program on APTN. Suggested script wording is "Watch <program name> on APTN", (or similar wording as may be determined in consultation with APTN).
  - The sound clip may be delivered as distinct audio on the b-roll, or sent to us as a .wav file.
  - Note that scripts for voice clips should not specify or imply any specific air date for the program, In particular, the sound clip should not include the words "NEXT" or "LIVE." APTN will insert airdates and times prior to broadcast, as necessary.