

## Editorial Pre-Roll Video Ad (BNP Produced Video File) Sponsored Content Requirements

**CONTENT AND MATERIALS TO BE SUPPLIED:**

\*Required Material

### General Info

**Advertiser Company Name\***: \_\_\_\_\_

**Pre-Roll Ad Start Date\***: \_\_\_\_\_

**Confirm BNP Brand(s) hosting the Pre-Roll Video Ad\***: \_\_\_\_\_

**Web Address Link\*** (viewers who click the Pre-Roll Video Ad will be directed to this URL):  
\_\_\_\_\_

**URL(s) of shared assets for Pre-Roll Ad Creation** (Dropbox or similar link or attach to email)\*:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BNP Produced Pre-Roll Ad Notes:

- The Pre-Roll Video Ad will be a maximum of 15 seconds long.
- Voiceover is included and optional
  - Please limit voiceover script to 35 words.

### Asset notes:

- Submitted photos should be at least 1000 pixels on the shortest side
  - File formats preferred: PNG, JPG, TIFF, PSD, EPS
- Submitted videos should be at least 1280x720 "HD"
  - File formats preferred: MP4, MOV

**Directions:** Please use the table below to describe each "shot" of your pre-roll video. Your assigned video specialist will use this shot list to edit your pre-roll video ad. You will have one round of changes available once the first cut of the video is complete.

### Examples:

[Pre-Roll Ad Explainer Video](#)

[Pre-Roll Ad Example](#)

Shot #	Description	Filename	Text on screen	Voiceover
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				