



Advertising/Materials Spec Sheet

VIDEO CONTENT

Video accepted: avi, dv, f4v, flv, m4v, mov, mp4

4:3 aspect ratio

Preferred screen size: 720x480

Length: 15 seconds

No file size limit

Include URL with ad submission

(Ask your salesperson about offering different URL's based on position in video ad, time of day or eCPM data)

COMPANION AD OPTION:

300x250 px

jpg, gif and swf accepted

limit 35k file size

AUDIO CONTENT

For podcast or audio-only content

Audio Accepted: asf, mp3, wav, wma

SUBMISSION TYPE

For audio and video, please only send the highest quality that can be achieved. For content larger than can be submitted on a CD or DVD, please contact AQHA for specific information regarding how to upload to our FTP server. Please do not email video content larger than 5mb.

Mailing Address:

AQHA/Media Department

Television Advertising

1600 Quarter Horse Dr.

Amarillo, Texas 79104

CATEGORY ADVERTISING

Advertising in specific categories is limited to category sponsors as a pre-roll ad. Your ad will be distributed across the entire network and run in the mid-roll locations - competing evenly with other advertisers.

**Contact your salesperson today for rates and availability.
Advertise or sponsor a category today!**