

**CREATIVE BRIEF: 15 SECONDS**

Welcome to Pecan Pie Productions and our creative process. Below you will find out information for what's needed for your ad. We require three things:

1. Content questionnaire below
2. Photos or videos in the specs listed on page 2
3. Your logo in the specs listed on page 2

You will be uploading the photos, video and logo <https://www.hightail.com/dropbox?dropbox=PecanPieProductions>. Please complete the content questionnaire below and scan and email it back to [shannon.flint@pecanpieproductions.com](mailto:shannon.flint@pecanpieproductions.com) or return it via fax to 415.520.0227.

The information you provide us with will be essential to our creative process so please be specific in your responses.

**CONTENT QUESTIONNAIRE:**

Please keep in mind that this is "image advertising". If you show too much information, the viewer will look away. Let's keep your message simple and focused. For example, driving people to your web page rather than showing your physical address and phone number is a great way to do this. Please fill out the following:

		SHOULD THIS BE INCLUDED IN THE AD? (CIRCLE ONE)	
COMPANY NAME		YES	NO
ADDRESS		YES	NO
PHONE		YES	NO
WEB ADDRESS		YES	NO

What are the three (3) key points you want communicated in your ad?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Do you have a specific color used in your branding? (Yes or No)

\_\_\_\_\_

If yes, what color? (Please provide Pantone number if available)

\_\_\_\_\_

Do you have any other colors that you want featured in your ad? If so, which ones?

\_\_\_\_\_

What type of music would you like in your ad? (Example: Smooth Jazz-y, Rock & Roll, Banjo, Upbeat, Relaxing, etc.)

\_\_\_\_\_

(888) 990-8777 / TOLL FREE  
(415) 520-0227 / FAX

3288 21st Street  
Suite 239  
San Francisco CA 94110  
[pecanpieproductions.com](http://pecanpieproductions.com)



**SPECIFICATIONS FOR PHOTOS, LOGOS AND VIDEOS:**

Please send up to five (5) photos (we may not use them all so don't be offended), as well as your company logo. We require the following specifications:

**1. Photos:**

- a. High quality .JPG, TIFF or PDF files preferred with a minimum resolution of 72 dpi (smaller images are possible to use but they are subject to review)
- b. Photoshop files "PSDs" with layers

**2. Logo(s):**

- a. .AI, .EPS, .TIFF, .PDF, .JPG, .PSD

**3. Videos:**

If you are sending us video footage to incorporate into your ad, please provide us with the best master copy possible.

- a. Resolution: 1920 x 1080 or 1280 x 720 Quicktime (.MOV), (.AVI) or (.WMV)
- b. Pixel: Square
- c. Frame Rate: 24fps
- d. Scan Type: Progressive
- e. Compression: Uncompressed Quicktime
- f. Audio: Embedded Audio : not to exceed -10dbfs

**SPECIFICATIONS FOR A COMPLETED AD:**

First of all, if you are sending us a completed ad we are very proud of you. Please render the spot at 1280 x 720 Quicktime (.MOV) (.AVI), or Windows Media Files (.WMV). We can also work with a DVD format.

**WHERE TO UPLOAD MATERIALS:**

Please upload all photos, videos and logos to a folder on our Hightail link

<https://www.hightail.com/dropbox?dropbox=PecanPieProductions>. Hightail will notify us once the folder is available, and we will contact you directly if we need anything else.

*NOTE: You could also mail us a CD, DVD or thumb drive with your artwork. This will take longer though and production of your ad will be delayed. If you choose this option, please mail the materials to Pecan Pie Productions, 3288 21<sup>st</sup> Street Suite 239, San Francisco CA 94110.*

**TURN-AROUND TIME AND PRODUCTION CHANGES:**

As we noted in your introduction letter, once we receive your materials we typically will send a proof within 48 hours, but it could take up to 5 days depending on our availability. You will have the opportunity to review your proof, request edits, and see another proof. Rest assured, we won't put an ad on-screen until we get your final approval.

Please be aware that once you submit your final approval though, and the ad is uploaded to the screens, any additional changes are subject to a production fee. Our designers work hard to make you happy though so that will likely not happen.

**Questions? Need help with anything?** Don't hesitate to reach out to us at [info@pecanpieproductions.com](mailto:info@pecanpieproductions.com) or at (415)923-8140.

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