



Marketing & Unit Publicity Deliverables Summary

<u>Asset</u>	<u>Format</u>	<u>Specs</u>	<u>Delivery Timeline</u>
Poster Art Creative Concept Proposal	PDF	NA	8 weeks prior to Key Art Photography shoot
Gallery Photography	At least 24 JPGs of key cast (will be used for both Marketing and Publicity)	High resolution, digital JPGs Retouched & colour-corrected no less than 300 dpi with landscape photos with a 16:9 aspect ratio and portrait photos with 4:5	4 weeks post production
Unit Photography	At least 20 JPGs per episode – mainly used for Publicity	High resolution, digital JPGs Retouched & colour corrected no less than 300 dpi with landscape photos with a 16:9 aspect ratio and portrait photos with 4:5	4 weeks post production
Press Kit	Word doc	Bell Media Style	4 weeks post production
Social Content (Facebook, Instagram, YouTube, X, TikTok, Snapchat, and Pinterest)	Reference Social Content Guide for video and static asset guidelines per platform	Social Content Guide	4 weeks post production
Digital Clips (CTV.ca)	.MOV	1080p, 16x9	4 weeks post production
Poster/Key Art	High resolution un-flattened layered Photoshop (.psd or .psb) files InDesign (.indd) files with supporting links, logos, elements and fonts Illustrator files (.ai, .eps).	Guidelines Standard Vertical Layout 27" x 40" @ 300 dpi (This is theatrical poster size.) Extreme Horizontal layout 14" x 48" @ 300 dpi *Absolutely minimum size for the vertical poster: 2000px X 3000px or 8" X 12" @ 300 dpi (AVOID IF POSSIBLE)	8 weeks prior to broadcast
Trailer	.MXF or QT .MOV	Both Texted + Textless with split track audio XDCam 50; ProResHD100 or DNxHD 145 preferred @ 1920x1080/59.94i video codec. FPS: 29.97 or 23.98 Audio: Track 1: Dialogue Track 2: SFX Track 3 & 4: Music	8 weeks prior to broadcast

Promo Masters (VAMs)	.MXF or QT .MOV	Textless/split track audio XDCam 50; ProResHD100 or DNxHD 145 preferred @ 1920x1080/59.94i video codec. (.mxf or QT .mov) with split track audio Audio: Track 1: Dialogue Track 2: SFX Track 3 & 4: Music	Promo Masters to be delivered after picture lock, with colour correction and UHD conform (if necessary), pre-mixed on a downloadable link
Clean Screener (each episode)	.MP4	1080p File size, under 2GB	Delivered with broadcast master on password protected downloadable link
Burnt-In-Timecode Screener (each episode)	.MP4	1080p File size, under 2GB	Delivered with broadcast master on password protected downloadable link
Closed Captioned Screener (first & second episodes)	.MP4	1080p File size, under 2GB	Delivered with broadcast master on password protected downloadable link

Budget Considerations

Bell Media will work with the producer to finalize the Marketing and Digital Assets and PR Requirements, including confirmation of the budget requirements, prior to the start of pre- production. Should there be a need to increase the budget after the start of pre-production due to unexpected fees, hires, or materials, the producer shall be fully responsible for those overages unless otherwise agreed upon in writing in advance by Bell Media.

- **Unit Publicist:** It is Bell Media's expectation that a full-time Unit Publicist is secured for production. **At a minimum**, someone is required for three days a week/episode. Union scale is approx. \$750/day for a Unit Publicist.
- **Gallery photography:** Typically a line item in the show budget for gallery photography would include between \$15,000 – \$20,000 for a photographer and supplies (e.g., photographer fee and all usage rights, processing, lighting, photography assistants, backdrops, equipment rental, etc.). Additional production costs not included in this estimate include: hair and makeup, wardrobe, touch ups, catering, transportation, production staff, potential location rental, etc.
- **Digital Content:** Typically, a line item in the show budget to cover all costs for digital video content could include between \$30,000 – \$40,000 (which would include the hiring of a producer for digital/social content, editing, final cut of the materials for all platforms and/or travel to set and accommodation for a Bell Media digital producer).