

## GSTV VIDEO ASSET SPECS

GSTV prefers broadcast-quality files; files designed or encoded for web are insufficient quality for the GSTV network. All spots airing on GSTV MUST HAVE AUDIO AND FULL MOTION VIDEO.

### File Delivery

- Please upload your files to [gstv.com/uploads](https://gstv.com/uploads). Be sure to include the client name, who the spot should go to, and the name of the spot in the description field.
- All ready-to-air spots must be received by GSTV 5 business days prior to air date.
- GSTV requires a minimum of 15 business days to create a spot once all assets have been supplied by the client. This includes, and is not limited to, images, fonts, video footage, music, voiceover, logos, brand guide, print design working files etc.

### Media Specifications

- Format: Quicktime MOV (preferred) or MP4
- Resolution: 1920 x 1080
- 4:3 safe is preferred and highly suggested. GSTV consists of both 16:9 and 4:3 screens. All spots that are NOT 4:3 safe will be letterboxed.



- Data rate: 10 Mbps (megabits per second) or higher
- GSTV delivers computer files to LCD screens, we require progressive scanning at all steps in the encoding and compression process. Use “both” fields, not upper or lower only.
- Codec: H.264 (a.k.a. MPEG-4 AVC)
- Frame rate: 24, 29.97 (preferred), or 30
- Pixel aspect ratio: Square Pixels
- Audio: AAC MP4; 48 kHz audio, 16 bit min sample size, 128 kbs minimum, mono or stereo