



Spec requirements for video

In 2023 MAB television distribution is being handled electronically. Participating stations have given us specific requirements for digital distribution. Below are the minimum requirements for your message to be aired on broadcast television stations. All slates and tones must be removed from video messages prior to submission for distribution.

Requirement	Standard Definition	High Definition
Frames per second	30 frames/sec (29.97 frames per second)	24 frames/sec (23.94 frames per second)
Format	H.264.mov Apple ProRes 422.mov (720X480 resolution)	H.264.mov Apple ProRes 422.mov (1920X1080 resolution)
Audio	CH1 Stereo Left CH2 Stereo Right	CH1 Stereo Left CH2 Stereo Right
Audio	Uncompressed audio-24 bit 48Hz (standard for TV)	Uncompressed audio-24 bit 48Hz (standard for TV)

If a station has to make any changes to the message (i.e. editing to remove slates or frames, compressing the message, downloading and saving to another format, etc.), the closed-captioning could be dropped from the message. The MAB provides closed captioning and tagging for Nielsen SIGMA tagging. This provides impressions for messages aired. Please include a script for closed captioning once the message is tagged.

A list of the stations that messages were distributed to, is available upon request. Messages should be uploaded to:

<https://spaces.hightail.com/uplink/newmessages>

Spec requirements for radio

In 2023 MAB radio distribution is being handled electronically. Participating stations have given us specific requirements for digital distribution. The minimum requirements for your message to be aired on broadcast radio stations are:

.wav file 16 bit 44.1Hz (uncompressed)

.mp3 is a compressed file and audio is not as high quality but can be aired if no alternative is available.

Copy Rules & Restrictions

MAB Production Services Offered

The MAB can arrange for the creation of audio or video messages, duplication of tapes, preparation of airing instructions, distribution to broadcasters, issuing of press-releases, setup of press conferences and television uplinks, and the closed captioning of video messages upon request.

Message Guidelines

- To participate in the MAB PEP Program your organization must be a nonprofit or government agency.
- Message sponsor may not air the same message(s) in a commercial buy while participating in any MAB program.
- MAB reserves the right to limit the availability of weeks utilized and number of messages scheduled.
- Message sponsor guarantees that any grants to the MAB will neither impact nor influence any paid advertising schedule now or in the future.

CONTENT

- Commercial entity logos are prohibited without written permission.
- Only single party tie-ins are allowed without the advance approval of the MAB.
- Copy must be non-political and non-controversial.
- All talent/music license fees and clearances are provided by the sponsor, unless previously arranged.
- Messages have potential to air on HD radio stations and multi-cast digital television stations, talent clearances are sole responsibility of sponsor.
- All copy must be approved, in writing, by the MAB President prior to the schedule airing.
- All PEP messages must include the following tag:
"Sponsored by the Michigan Association of Broadcasters and <PEP sponsor>".