



# COMMERCIALS

## *Information about your Jumbotron Commercial*

- **Deadline** to submit your commercial: **June 1, 2024.**
- Your commercial cannot be longer than your contract time: **15 seconds or 30 seconds**
- We recommend that you use a video professional to prepare your commercial. Please be aware that even many video professionals are inexperienced in the type of format that is required for large media like the Jumbotron, so be sure to ask about their experience. **Kelly Powers - phenomfarm@gmail.com** - can offer design services for your commercial, or contact Eleanor at GRCEleanor@gmail.com, if Kelly is completely booked.
- Please upload your materials directly to:  
**<https://icedrive.net/r/3ZrcFXr8db1Gt5tr1RdxXfVrZfKDDgFdC3ZbGz65>**
- If your commercial requires editing, please contact **Kelly Powers** at **phenomfarm@gmail.com** before you submit it.
- Here are some important specifications and recommendations:
  - ✓ AVI format is preferred for the video, and vector graphics are requested for any computer graphics. Preferred formats: JPEG, PSD (Photoshop), Adobe Illustrator, EPS. Please NO Power Point - Power Point gives very disappointing results and should **not** be used.
  - ✓ Please limit the amount of text used - too much text does not work! Shorter, important text will keep people's attention and focus them on what really matters.
  - ✓ Your **30 or 15 seconds** of video MUST be high resolution, in focus, not blurred, no fast zooms. Use maybe 5 or 6 action shots at most. Remember: any problems or errors will be HUGELY magnified! Several still pictures could also be used; for a 15 second commercial, a max of 4 to 6 pictures is recommended.
  - ✓ Please consider using a 15 second commercial. We must share run time with South Point's own sponsors, and this might mean that your 30 second commercial will receive less run time. Commercials are run between classes and when there is sufficient "down time." We do not guarantee any minimum number of showings of your commercial.
  - ✓ Do not use sound, music, or voice to prevent "talk over" from the Show Announcer's microphone or background music. Remember, the same message heard many times becomes annoying!
  - ✓ Your final commercial must be uploaded to:  
**<https://icedrive.net/r/3ZrcFXr8db1Gt5tr1RdxXfVrZfKDDgFdC3ZbGz65>** by **June 1, 2024.**
  - ✓ Please do not mail on hard media such as a DVD, as this could get lost or misplaced and will still need to be uploaded to the system. Commercials are usually too large to email, so please upload to the above site - *do not use DropBox*. Please advise **Kelly** that you have uploaded the commercial and ask for confirmation that she received it.

Please be sure to include the following information in your e-mail: 1) Your **NAME**; 2) your **CONTACT INFORMATION** (address, e-mail, phone, etc.); and 3) that you are with the

**GOLD RUSH CLASSIC PERUVIAN HORSE SHOW.**

**PLEASE CONTACT KELLY AT [PHENOMFARM@GMAIL.COM](mailto:phenomfarm@gmail.com) WITH ANY QUESTIONS!**