



## HOW TO BUILD YOUR TAPE

*It is very important that you follow the guidelines on how to edit and build your tape, to ensure that the material you are submitting is viewed and judged properly.*

**ONLY BETA SP AND DIGITAL BETA VIDEO TAPES IN NTSC/PAL FORMAT WILL BE ACCEPTED.**

**ALSO** ensure that all content is formatted 16:9. If the original content was formatted 4:3, please provide content in 4:3 anamorphic or provide curtains (black bars on each side) to accommodate appropriately for 16:9 playback.

PLEASE SUBMIT ALL OF YOUR ENTRIES ON ONE TAPE IF SPACE ALLOWS. PLEASE DO NOT SEND ONE TAPE PER ENTRY, THIS IS NOT ONLY AN UNNECESSARY ADDED EXPENSE FOR YOUR COMPANY, BUT ALSO MEANS EXTRA TIME AND HANDLING FOR PROCESSING WHICH MAY DELAY YOUR ENTRY FROM BEING JUDGED.

Before you build your tape, please enter all relevant entry information using our Online Entry system. This will allow you to obtain the corresponding Entry Number information that is required for the slates.

Please read and follow these guidelines to ensure the correct editing of your tape:

- Please begin your tape at the one hour mark (01:00:00), with ten seconds (:10) of color bars and tones
- Add two seconds (:02) black
- Follow with five seconds (:05) of slate
- The slate must contain:
  - Entry Number
  - Entry Title
  - Submitting Company
- Follow the slate with your video spot
- Follow with five seconds (:05) of black after the spot
- Follow with the slate for the next entry and repeat the process.

When entering campaign entries, you will need only one slate for the entire set of spots that composed the campaign.

### Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes.

**Please Note:** All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

**Do you have any awards questions?**

Please contact the Awards Department at:

Tel. +1.310.789.1502

Fax. +1.310.788.7616

E-mail: [michael@promaxbda.org](mailto:michael@promaxbda.org)