promaxbda THE CONFERENCE 2012 CONNECTING. TOGETHER. LOS ANGELES JUNE 12-14

Get Your Spots In for the PromaxBDA Hot Spots Showcase

Whether you are from a broadcast network, an online video service, cable channel or telco/satellite provider, this session is an opportunity to get your best work shown! It's an informal showcase independent of the PromaxBDA Awards competition. You know what that means -- NO entry fees and NO limit to the number of spots that can be submitted. All spots just need to be work that represents some of the best promotion aired over the past year!

Hosted by Dan Bragg, VP marketing, Science and Mark Valentine, co-founder/creative director at ANATOMY.

DEADLINE:
All Spots Must Be Received No Later Than Friday, May 18, 2012.

WHAT'S ELIGIBLE?
Spots only! 90 seconds or less. Media brands only. Broadcast, cable, satellite, Internet and telco. No commercials for consumer products/services unless specifically produced for media brands. No design montages. All spots must have been produced between June 2011 and May 2012. PromaxBDA Award entries accepted.

Please do not submit spots previously submitted to last year's Hot Spots Showcase.

Got a question? Contact Kari Ickert at kari@anatomymedia.com or 212.944.5510.

WHAT TO SEND
We review every entry and try to show as many spots as possible. Due to time constraints, only 50 to 60 spots will be included in the final session. Spots are grouped into general categories. Categories change from year to year based on the submissions. Categories from past sessions have included Brand Image, ID's, Show Launches, Holiday, Special Events, News, Sports, Movies, Visual Effects, Ad Sales Stunts, Co-Branded, Interstitials, Comedy, Great Concepts, Writing, Sound Design, Music, Editing, Design and Live Action.

SUBMISSION SPECS
Please submit all work in HD ONLY! Please submit all work in an HD format. Quicktime or HDCAM accepted. HDCAM SR not accepted. SD spots must be up-converted to HD prior to submission. 4x3 SD material must be up-converted as pillar-boxed. Letterboxed spots not accepted. Poor quality spots will not be considered.

SUBMISSION OPTION 1: HDCAM
HDCAM only. Not HDCAM SR. No other tape formats accepted.
1080i NTSC 1920x1080.
Please assemble all spots onto ONE HDCAM tape.
All HDCAM entries must have 5 sec of bars/tone, a 5 sec slate, 3 sec of black between spots and 5 sec of black after last spot.

PLEASE include a printed LOG and CONTACT information.
Stereo audio only. 5.1 Surround not accepted.

SUBMISSION OPTION 2: QUICKTIME
All Quicktime entries must be submitted as individual files.
PLEASE include a text document containing LOG and CONTACT information.
Apple ProRes 422
1080i NTSC 1920x1080, 59.94 (preferred)
720p NTSC 1280x720, 29.97
Field order: Upper field first.
Stereo audio only. High quality, 48K, 16 or 24 bit. 5.1 Surround not accepted.

DELIVERY OPTION 1: COURIER
Quicktimes must be submitted as individual files on a Mac compatible DVD-R or drive. All drives will be returned. DVD-Rs and HDCAM's will not be returned.

COURIER DVD-R's and HDCAM's will not be returned. All drives will be returned. Submissions must be received by Friday May 18, 2012.

Please send materials to: ANATOMY, Attn: Kari Ickert, 56 West 45th Street, Suite 1602, New York, NY 10036 Phone 212.944.5510

DELIVERY OPTION 2: FTP UPLOAD
FTP HOST: usftp.discovery.com
UN: HS2012
PW: 4HS2012

DELIVERY OPTION 3: YOUSENDIT UPLOAD
Use your browser to upload via this Anatomy YouSendIt Link.
(File size on YouSendIt is limited to 2GB per file. Please upload larger files to FTP or send via mail. International submissions may not be able to upload with YouSendIt due to firewalls.)

NEED HELP?
Please contact Kari Ickert 212.944.5510 or kari@anatomymedia.com