

## Stephen Wade Commercial Contest

### Prize

- \$1,000 winner chosen by a panel of judges
- \$500 audience choice winner
- Your spot viewed in front of a live audience.
- The winner will have their spot run for an entire month as part of our marketing message.

### Rules

- 25 spots available.
- Maximum length of 3 minutes.
- Must have a :30 second and 1 minute version for advertising purposes.
- Must indicate time and place if the spot will be shot on location.
- Email files, WeTransfer, Dropbox, or GoogleDrive to [herb.anderson@stephenwade.com](mailto:herb.anderson@stephenwade.com)
- Final submission by 12-1-2023.
- Must get your own consent forms and submit them to the marketing department when submitting the final version of the spot.
- No access to Stephen.
- Must be residents of Washington, Iron, Mesquite, or Kane counties.

### Unveil

- All spots will be presented on Thursday December 14th at Megaplex.
- Winner will be announced at the end of the showcase
- Audience will vote and audience choice will announced at the end of the showcase
- Spots will run the entire month of January through all marketing channels and at the movie theater

### Video

Spec 1	Leading Black	Slate	Black	Spot	Trailing Black
Comcast	2 sec/60 frames	5 sec/150 frames	2 sec/60 frames	15 sec/450 frames, 30 sec/900 frames, 60 sec/1800 frames, 90 sec/2700 frames, 120 sec/3596 frames, 5 min/8992 frames	2 sec/60 frames

	Recommended Format—MPEG	Quicktime	Quicktime
<b>Stream Type</b>	MPEG-2 TS MPEG-2 PS	Apple ProRes 422	Avid DNxHD
<b>Video Bitrate</b>	20 - 100 Mbps (CBR or VBR)	40 - 220 Mbps (VBR)	145/220 Mbps (CBR)
<b>Frame Rate</b>	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred
<b>GOP Structure</b>	Closed GOP	N/A	N/A
<b>Closed Captioning<sup>1</sup></b>	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708
<b>Chroma</b>	4:2:0, 4:2:2	4:2:2	4:2:2
<b>Interlacing</b>	Upper Field First (29.97), Progressive (23.976/59.94)	Upper Field First (29.97), Progressive (23.976/59.94)	Upper Field First (29.97), Progressive (23.976/59.94)
<b>Aspect Ratio</b>	16:9	16:9	16:9
<b>Width/Height<sup>3</sup></b>	1920x1080 1280x720	1920x1080 1280x720	1920x1080 1280x720
<b>Audio Type</b>	MPEG-1 Layer 2 AES (MPEG-2 TS Only)	LPCM	LPCM
<b>Typical Transfer<sup>2</sup></b>	2-40 minutes	4-90 minutes	15-90 minutes
<b>Typical Export<sup>3</sup></b>	< 1 minute	< 1 minute	< 1 minute
<b>Notes</b>	MP@HL HP@HL	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable	DNxHD 145, DNxHD 220 are both acceptable