

Technical Specifications for Rogers Commercial Material

VIDEO	SD Requirements	HD Requirements
Black Level	7.5 units +/- 2 units IRE	7.5 units +/- 2 units IRE
White Level	100 units +/- 3 units IRE	100 units +/- 3 units IRE
Chroma Level	80 units peak to peak	80 units peak to peak
Hue	+/- 5 degrees	+/- 5 degrees
Resolution	No VHS resolution	No VHS resolution
Tape speed / Frequency	59.94i	59.94i
AUDIO		
Levels	Between -3 / +17	Between -3 / +17
Audio Quality	Stereo channels 1 & 2	Dolby E encoding on Tracks 1 & 2, Stereo Back up on Tracks 3 & 4
Frequency Response	20-15,000 Hz	20-15,000 Hz

COMMERCIAL LENGTH

****PLEASE NOTE THAT ALL COMMERCIALS MUST BE PRODUCED TO TIME****

****Acceptable variance is +/- 3 frames only****

~If submitted outside of these guidelines, we will do our best to make materials that fit the allotted time however we retain the right to fail materials that are too long or short.

Acceptable commercial timing length:

Length	Minimum	Maximum
15 Sec.	00:00:14:27	00:00:15:03
30 Sec.	00:00:29:27	00:00:30:03
45 Sec.	00:00:44:27	00:00:45:03
60 Sec.	00:00:59:27	00:01:00:03

TECHNICAL REQUIREMENT:

Min. 30 seconds of Bars & Tone @ reference level.
 :10 seconds of Black before the Slate
 :10 seconds of Black after the slate
 Content with :30 second of black between elements
 a minimum of :10 seconds of Black after content