



PGA TOUR – NBC

Pre/Mid-Roll Video Ad Formats

Video Specifications:

- **Resolution:** 1920x1080
- **Required Aspect Ratio:** 16:9
- **Max File Size:** 10 GB
- **Video Codec:** H.264
- **Accepted Formats:** .MP4
- **Length:** 15 seconds
- **Frame Rate:** 29.97 fps

Audio Tech Specs

- 192 Kbps minimum
- 48 kHz sampling frequency
- 115 KB sampling size
- Stereo 16-bit or 24-bit
- Audio is required. 2 channels only, PCM preferred; AAC accepted.
- Audio track must be the same length as the video to transcode.



Restrictions:

- Field dominance - Upper odd (for 29.97fps)
- Color space - 4:2:2
- Time code track & QuickTime wrapper
- All 29.97 content must be drop frame
- 23.98 must be non-drop frame
- Secure third-party impression tracking pixel tag (noscript tag) accepted
- Secure research tracking pixel tag accepted (not STB)
- Secure HTTPS tags only
- Secure quartile tracking accepted
- The file should include the ad creative only and must not require any editing or clipping before transcoding (no bars/tones, slates, etc.). Video duration must be the same length as the audio track or else the video cannot be transcoded
- To ensure creatives are ingested and fulfilled in the most efficient and reliable manner, deliver content in native frame rate and scan mode. NBCUniversal doesn't accept any pre-processing of creatives.