



# DIGITAL ADVERTISING KIT

PGA TOUR Live Stream Mid-Roll	
<b>Creative Length</b>	:15
<b>Creative Rules</b>	Non-Skippable Creative Only
<b>Max # of Creative Versions</b>	3
<b>Video Format</b>	MP4
<b>File Size</b>	100 MB
<b>Dimensions</b>	1920x1080
<b>Frame Rate</b>	29.97 fps
<b>Minimum Video Bitrate</b>	Mezz file 15,000kbps Minimum
	High, Medium, Low variable based on bitrate
<b>Video Codec</b>	Mezzanine File - .mov (H.264 High Profile) mp4 (high profile) webm (VP8 or VP9)
<b>Audio Codec</b>	192 kbps minimum 48 kHz sample rate Audio is required. PCM preferred, ACC ac-
	Audio volume should not exceed the volume of the content and be under -2dB
	Must follow CALM compliance loudness average of -24LKFS +/-2
<b>3<sup>rd</sup> Party Tracking Acceptance</b>	Yes

*\*Data collection form may be needed for 3rd Party Tracking*

