



## APTN ACQUISITIONS PROMOTIONAL MATERIAL GUIDELINES

Promotional materials are to be provided no later than the deadlines specified in the License Agreement. APTN requires material a minimum of eight weeks in advance of the program air date in order to adequately promote the program launch. This is the minimum time to allow APTN to prepare on-air promotional clips, to distribute info to media outlets and to get program information to TV listings services. Please make all efforts to get your materials to APTN as early as possible.

All promotional materials should be provided together in one package, even if some individual items (such as key creative biographical information) may have been previously provided to APTN prior to licensing.

**Print promotional materials** are to be supplied in digital format.

All print documents must be supplied in a format compatible with Microsoft Word. PDF scans of print documents will not be accepted. Materials should be provided in English for English-language programs and French for French-language programs, and in both languages for programs with both a French and an English version. Materials required are:

- Program Title – final confirmed title for the program. If special title graphics are used in the program, please include the graphic (static or animated).
- Short synopsis – (preferably one line) describing the program/episode for use in TV listings. For series, please provide short synopsis that overviews the entire series, as well as short synopsis for each episode.
- Long synopsis – one-paragraph synopsis describing the program for media notices.
- Final Cast & Crew credits, as they appear on screen.
- Biographical information on principle actors and key positions (Writer, Director, Producer, Hosts).
- **IMAGES:** At least one posed black and white and one color image of the main characters portrayed in the program, and at least 5 action stills in color or black and white. Please note that **contextual stills** in which the focus is on the host and/or principals in context of show are much more useful for publicity purposes than production stills where the crew & equipment are visible in shot. It is a good idea to have a variety of shots, as some publications insist on receiving an exclusive photo on their covers. **Digital images must be minimum 300 dpi (preferably 600 dpi) and saved in jpg or tiff formats.** For each image provided, producer must indicate the subject of the image (i.e. who is in the shot and what is the relevance to the program) and provide a photo credit for each still (i.e. name of photographer).

**Images for series** must include at least 1 image for each episode.

### OPTIONAL (where available):

- EPK (Electronic Press Kit) consisting of: behind-the-scenes footage, interviews with principles & keys, etc.
- Copies of Press clippings & media releases.
- List of awards that program has won (at festivals, industry events, etc...)
- Companion website info (NOTE: A website link does not take the place of publicity materials.)
- One Sheets (one page sheet consisting of photos, synopsis, principles and keys credits and bios). Please ensure one sheets are available in the languages that the programs are offered in (French and/or English).
- Posters
- Program-related “giveaways” (merchandise such as hats, t-shirts, DVD sets, or similar products).

We also require contact information for the production company, which we can provide to viewers who want to purchase copies of the programming, or to media outlets inquiring about the program.