



Be part of a new era for UWTV as a sponsor!

Join in a new era of UWTV as part of our founding community of underwriters.

This new opportunity gives our limited number of sponsors direct exposure to UWTV's unique audience in our credible and uncluttered distribution environment.



UNIVERSITY of
WASHINGTON

Production specifications for UWTV sponsorships

Media specifications

On air

Pre-produced video requirements: :15 sec or :30 sec Betacam SX or SP, DVCPRO25, and DVCAM (see Broadcast specifications PDF for technical requirements).

UWTV-produced media requirements: For best results, logos should be submitted in EPS or AI (Adobe Illustrator) vector formats if available. Otherwise high-res RGB mode PSD, JPG, or PNG formats (800x600 pixel minimum size).

Creative services available upon request.

Send videotapes to UWTV, 17 Kane Hall, Box 353090, Seattle, WA 98195-3090. Submit electronic media and any questions to sponsorship@uwtv.org.

Online

Web banner ads: Accepted IAB unit sizes are 300x250 for medium rectangle ads, or 120x600 for skyscraper ads. Ads must be submitted in JPEG or GIF formats with a maximum file size of 40k. Animation video is allowed but cannot exceed 15 seconds, including any looping.

On-demand video for pre-roll: Pre-produced video must not exceed 5 seconds in duration. For best results, logos should be submitted in EPS or AI (Adobe Illustrator) vector formats if available. Otherwise submit high-resolution bitmaps of the logo in PSD (layered Adobe Photoshop), JPEG, GIF, PNG, or BMP formats.

Submit media and any questions sponsorship@uwtv.org.

Deadlines

On air

Pre-produced media must be received 7 days prior to first scheduled airdate, sponsorship runs begin on Monday, each week.

Static artwork media must be received 14 days prior to first scheduled airdate.

Online

Media for banner ads must be received at least 7 days prior to the scheduled start date, sponsorship runs begin on Monday, each week.

Pre-produced video or logo for pre-roll must be received at least 14 days prior to the scheduled start date.

Content restrictions

On air

UWTV does not allow underwriting sponsorships promoting alcohol, tobacco or firearms. For a full list of UWTV underwriting policies, contact us at sponsorship@uwtv.org.

Online

UWTV.org does not allow underwriting sponsorships promoting alcohol, tobacco or firearms, and does not allow expandable Web ads. No audio or video is allowed for Web banner ads. For a full list of UWTV underwriting policies, contact us at sponsorship@uwtv.org.

For more information

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