



BNN COMMUNITY MESSAGE BOARD GUIDELINES

CONTACT: MEMBERSHIP COORDINATOR – MEMBERSHIP@BNNTV.ORG, 617-708-3224

ELIGIBILITY:

- Only current BNN Organizational Members are eligible to use the Community Message Board
- Organizational Basic Members may submit one Community Message Board posting per quarter
- Full Organizational Members may submit one Community Message Board posting per month

All submissions will run for a period of up to one calendar month unless otherwise noted.

SPECIFICATIONS:

In order to accommodate as many organizations as possible, we ask that you provide material according to the following guidelines.

VIDEO PUBLIC SERVICE ANNOUNCEMENTS

- Should be no longer than 60 seconds in length
- Should be mpeg2 files submitted in the following formats: DVD or as a digital video file on a CD-R or USB drive
- Must be labeled properly with the PSA title and length
- Must be submitted 3 – 4 weeks prior to air date

MESSAGE BOARD SUBMISSIONS (CREATE YOUR OWN)

- Slides must be in hi-resolution 300 pixels Jpeg file format, size 800 x 600 landscape
- Include the name of your organization, neighborhood, and concise info about your event (Keep it brief line length and character counts are included with the attached sample.)
- Use clean sans serif font for maximum legibility ie: Helvetica, Arial
Title should be 70pt. | Copy 35pt. | Date/Time 50pt. | Web/Phone # 35pt.
- Prominently include website or phone number where people can contact you for details. Be creative – incorporate photos, colors or graphics that will attract viewers' attention
- Avoid specific dates unless for events at least three weeks away

MESSAGE BOARD REQUESTS (WE'LL CREATE IT FOR YOU - \$25 FEE)

- Should be submitted 4 weeks in advance of air date
- Should include a 300 pixel, hi-resolution, full color original jpeg or vector file of your organization logo
- Copy should be no more than 35 words
- May be submitted with up to 3 photos, color or black and white, that may be included in your announcement (Photos with a landscape orientation are preferred)
- Feel free to give us your color scheme to help us brand your organization
- BNN reserves the right to edit copy and select graphics

SUBMISSIONS:

- All submissions should be accompanied by the “PSA/Message Board” request form
- Submissions should be emailed to CommunityMessageBoard@bnntv.org
- Please include in the email your contact info for follow-up questions; dates you wish to air the message, and any other pertinent information.

BNN ALSO OFFERS PRODUCTION SERVICES AND SPONSORSHIP OPPORTUNITIES. LET US KNOW IF YOU WANT TO DISCUSS PSA PRODUCTION OR SCHEDULED PLAYBACK OF MESSAGES FOR TARGETED AUDIENCES.

3025 Washington Street | Boston, MA 02119 | Tel 617-708-3200 | Fax 617-708-3210 | www.bnntv.org

You Can Only Get It Here!



PSA/MESSAGE BOARD

PSA Length 00:15 00:30 00:60

Project Title _____

Description of your PSA _____

Message Board Submission _____

Project Title _____

**Finished graphic should be 800 x 600 pixels landscape 300 pixel resolution full color jpeg.*

Message Board Request | Project Title _____

Copy: (No more than 35 words)

Date and Time of your event:

Location of your event: (address, city, zip code)

Contact information: (Person, phone number, website, or email)

Date Submitted : _____ **Air Date:** _____ **Kill Date:** _____

**Required Information*

Name _____

Organization: _____ **Contact:** _____