



THE VOICE OF NASCAR



February 1, 2018

RE: MRN Affiliate Video Guidelines

Dear Radio Partner,

In an effort to increase MRN's marketing effectiveness through tune-in messaging, our video production department has produced a :30 second and :15 second taggable commercial for your local use.

The MRN affiliate video promos are high resolution and High Definition video files that can be opened with Quicktime Player as well as nearly all professional video editing applications. We have an mp4 file (enclosed) available for you to share with marketing and promotions individuals for their viewing, but we wouldn't recommend using that as the source for your customized broadcast product.

If you decide to utilize the commercials we'll be happy to send them to you via Hightail. We simply ask that you inform us of the use or send any traffic information so that we can research the benefits of the added exposure.

Additional technical information:

- The commercial is a 1080 DNxHD file that runs at the 59.94fps rate. It follows the video standards of the highest level of High Definition broadcast that most cable, satellite, and broadcast stations would air during their broadcast day.
- The audio portion of the commercial is 32bit 48,000hz PCM that has already been mixed with the fade to accommodate your announcer's tag for the final 5 seconds in the :30 and 4 seconds on the :15.

Please contact your Radio Partnerships representative for more information and for your copy of the video(s). If you're not sure who your station's rep is, click [here](#) and select the Information tab.