

# ADVENTURE *BEGINS AT YOUR* LIBRARY™

PSA's for TV & Non-Broadcast  
Video & Audio Download Directory

## What can you find in this video package?

**Thirty Second (:30) Videos** are timed for broadcast with 2 versions:

- one has a tagline “visit your local library to start your adventure” on screen during the end slate (*English & Spanish*)
- second is a “clean slate” version for customization (empty space for custom message is :05 on endslate)

**Four Social media short videos:**

- 3 x horizontal videos
- 2 versions of a vertical (**Animated Poster :30** for stories and Instagram)
- 1 x **Animated Poster** (vertical) 3:00 (can be displayed on a monitor turned vertical and played on loop)
- Audio for Radio broadcast: **English and Spanish :30 Audio PSA High Quality MP3 and WAV files available for each title**

## Files for Download

**FILES FOR LIBRARIAN SCREENS** (all these files have closed captions embedded)

- MOBILE DEVICE 720HD *All videos are here optimized for older smartphones, tablets & laptops 720p HD*
- H.264 HD & UHD - *probably the best choice for most uses on computers and mobile devices.*

### **ProRes MASTERS for Librarian editing**

- ProRes files are HD. These are full resolution masters (with CC embedded), often preferred by broadcasters, these are the highest quality source files with space at endslate for additional editing or customization, but may require professional edit

suite to view.

### ***Social Media Videos:***

- [FACEBOOK UHD \(FB\)](#) optimized for facebook video. Closed caption .scc files are included if you want to upload captions when you use facebook's video player.
- [INSTAGRAM HD \(IG\)](#) optimized for instagram reels / IGTV or FB Stories + IG FEED for general posting. \*using the IG/FB "stickers" and "hashtags" or just adding text to the videos, in the app will boost their visibility pushed by the algorithm. There is space at the bottom of the videos that is ideal for that.
- [VERTICAL ANIMATED POSTER](#) for IG or FB Stories. This incorporates a couple pieces of this year's artwork.

### ***YouTube Links:***

- Files with YT in the name are encoded for Youtube. In order to have captions on those, follow [instructions here](#) on how to upload the corresponding .scc file from the captions folder.

### ***Closed Caption files*** (.scc or .srt):

### ***Files for Broadcast (UHD and HD):***

- HD & UHD PRORES - *English and Spanish UHD & HD Masters*
- HD & UHD H.264 - *English and Spanish HD & 4K broadcast videos*
- UHD MXF - *English and Spanish 4K broadcast videos*
- HD MPEG2 - *English and Spanish HD broadcast videos*