

Instructions and guidelines for quality standards of videos to be distributed and published to media platforms.

We reserve the right to refuse your submission you will not be charged if we do.

1. No front or end slate, no branded lower thirds.
2. Make sure the music in your video is royalty-free.
3. The video cannot be blurry or Shaky.
4. Format: 4K or HD 1920x1080 or 1080 × 1920 mp4, or mov.
5. The audio must be clear, use a directional mic, if possible.
6. The video image must be well light and clear.
7. Videos should be around 90 Sec. Vertical or Horizontal, it can be a raw clip (no edits), or an edited segment.
8. The editorial video must give the audience something of interest, such as trends, news, how-to, etc.
9. SEO Meta, title, and video description plus Keywords, must be provided with each video upload unless you want us to write the Meta for an additional fee of \$75.

Submit your video, including SEO Meta, via
WeTransfer, Adriana@ADDY.media
Google Drive adrianakaegi@gmail.com