

# VIDEO PROMOTION

Quality Digest has developed the industry's leading video production and marketing capability. We can promote your self-produced video on our site, or create one to meet your exact specifications. We have dozens of satisfied clients who have worked with us to successfully produce and/or market their videos, which air not only on qualitydigest.com, but all over the web.

*"Video is such a compelling way to tell a story, sell a product, and connect with customers. It's no longer a piece of a business' online marketing plan—it's at the core of an overall strategy."*  
—Larry Kless, President and Founder of Online Video Publishing

**QUESTION:** Why choose Quality Digest to produce your video projects?  
**ANSWER:** How many video producers have won an Emmy? Ours did this year. Congratulations Chris Smith!



## PROGRAM PRICING AND DESCRIPTIONS

Video Type	Produced by	Video Length	Rate	Notes
Demo Center	Customer	Up to 5 minutes	FREE	
Featured Video on the home page	Customer	Up to 5 minutes	\$1,195	Exclusive run—one week as Featured Video
Customized video shot on location	Quality Digest	Max of 5 minutes	Starting at \$3,995 + travel expenses	Exclusive run—one week as the Featured Video

## Specs

If you wish to provide a pre-existing video for posting to the Quality Digest site, please note the following requested specs:

- File type: Quicktime.mov or .avi
- Size: 720 x 480 pixels, DV, DVC-PRO codecs
- Compression: H.264 (2 pass, best quality)
- Framerate: 29.97 or 23.976

*Note: Quality is better if files in WMV or FLV are avoided. If you must send us WMV files, we prefer 720 x 480 pixel frame size which is DVD quality, and allows us to compress it to what we need to still have a good-looking image*

