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Client
"Spot Title"

spot ID#:

TV :60, :30 or :15

<u>Video</u>	<u>Audio</u>
<ol style="list-style-type: none">1.2.3.4.5.6.7.	<ol style="list-style-type: none">1.2.3.4.5.6.7.

Image: Visual representation in form of video, photograph or illustration of location, character, object.

GFX: Graphics to support the audio including logo, on screen text, map.

FX: Special effects that keep the viewer interested with dynamic elements like explosions, fire, sparks.

Disclaimer: Legal explanation of incentive located on bottom of screen in small letters.

VO: Voice Over, copy recorded by voice actor. **Music:** Sets mood. **SFX:** Sound effects.