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**VIDEO SUBMISSION & SHOW PROMOTION GUIDELINES** (July 2018)

**VIDEO AND ASSOCIATED REQUIREMENTS**

We are glad to have you part of the e360tv network. To ensure the release of your content in a timely manner, we need the following information from you with each video you submit.

* Completed Video Asset Datasheet submitted to info@e360tv.com (see attached)
* Video must be high resolution (1920 x 1020 x 2k + resolution) – Cinematic Preferred
* Title of Video and Images for each item submitted (150 characters with spaces MAX)
* Description (320 characters with spaces MAX)
* Country of production
* Release date (month and year)
* Identify type of video
	+ Season or series trailer
	+ Season or episode preview
	+ Season & episode number
	+ Series & part number
	+ Video type: documentary, animation, movie, short, live, comedy, music, etc.
* Credits: Producer, Director, Cast, Guests, Production Company, Music, Images, etc.
* Images for Platform
	+ For Each Season: submit 1 high resolution image, 16:9 ratio (e.g., 854 X 480)
	+ For Each Episode in a Season: images are auto-generated, unless you want to select specific ones (must be high resolution, 250px X 141px minimum)
	+ Optional (only if you want to be featured on the banner): Website Banner(s): submit 1 high resolution image for website banner (1200px X 500px)
* Images for Social Media
	+ For Each Episode: 1) submit an image (500px X 500px) and 2) a trailer or preview video (1-2 minutes)

**DEADLINES**

* Please submit videos and all requirements by **Close of Business** (**COB) or 5pm PST on the first Tuesday** of the month for airing on e360tv the following month.
* Submissions that do not meet all requirements by COB on the first Tuesday of the month will be placed on hold and be placed in the queue the following month, assuming all missing requirements are met.
* Submit all videos via the online form below.

**PROMOTING SHOWS & LEVERAGING OUR COLLECTIVE COMMUNITIES**

**General Promotion**

* Always list our network as **e**360**tv** (lower case e and tv – to differentiate us from non-US networks with the same name in caps, and for greater brand recognition & SEO results.
* Mention e360tv, as well as any relevant names of e360tv team, in non-e360tv coverage (e.g., as a guest on other shows, interviews, press, media coverage, etc. by other groups
* Notify us (info@e360tv.com) of any interviews, spots, or other activities outside our network in which you promote your show or e360tv.

**Social Media** (refer to e360tv social media guide for more detailed tips)

* Post a minimum of 3 times a week
* Like, share or add comments to e360tv social media posts (or ones in which e360tv or your shows are mentioned) a minimum of 3 times a week
* List key words with a hash tag (#) preceding them to maximize SEO
* Use tags (@) to create engagement and expand reach
* Follow e360tv on all your social media platforms
* Follow other e360tv shows and program hosts