

Program Element	Audio	Video	Length	Notes
Black			1 Frame	
Underwriting / Funding Credit*	<p>"Funding for this program was provided by or in part by [Funder Name]"</p> <p>"in part" used when balance is assumed by the Producer</p>	Funder Name or Logo	Up to 0:15 per funder. No more than 1:00	Funders listed in descending order. All funders acknowledged in the opening pod must be acknowledged in the closing pod and must be in the same order.
Program Content	<p>No producer logos and No "presents" credits at front of show</p> <p>A program may include up to four (4) artistic cards at the beginning of content.</p> <p>Names cannot be repeated in the closing production credits **</p>			
Production Credits	Music or split screen with content audio.	In-kind credits and "special thanks" included. Ends with copyright notice, dip to black.	One second per one-minute of show content. Max length :60	
Underwriting / Funding Credit*	Same as above	Same as above	Same as above	Same as above
Offer and/or Web / Social Tag (Optional)	"To order a DVD of [title] or for more information about [title], visit... and/or follow us on Facebook and Twitter."		0:15 max	
NETA Logo	None		:03	
Black			1 Frame	

UNDERWRITING:

Underwriting POD must be approved by NETA before program can be uploaded to FTP and distributed.

PRODUCTION COMPANY CREDIT

PBS does NOT allow opening credits to include production company logos or presented by [production company]. References to production company may be included in closing credits.

STANDARD LENGTHS:

Standard public television program length is 0:26:46 for a half-hour, 0:56:46 for an hour, and 1:26:46 for a 90-minute program

NETA does not require meeting this exact length. NETA will accept:

30-minute program—25:00 - 28:00

60-minute program—55:00 - 58:00

90-minute program—1:25:00 - 1:28:00

2-hour program—1:55:00 - 1:58:00

NETA does not accept programs more than 2 hours.

1



UNDERWRITING POD

Up to 0:15 per funder. Entire POD no longer than 1:00.

2



TV RATING

In upper left corner at beginning of program for 15 seconds

3



ARTISTIC CREDITS x 4

No producer or station logos & No "presents" credits at front.

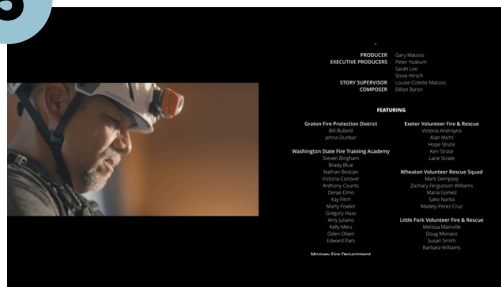
4



PROGRAM

Flagged content blurred, bleeped or silenced.

5



CREDITS

In-kind credits and "special thanks" included. Max length :60.

6



UNDERWRITING POD

Up to 0:15 per funder. Entire POD no longer than 1:00.

7



WEB OFFER

Up to :15 "For more info about this show, visit..." "Purchase DVD..."

8



NETA LOGO

Final element