

Target's TV Wall is 1080i (1920x1080 interlaced), at 29.97fps. The video playback stream in-store is MPEG2-HD, just under 20Mbps.

ALL final videos should be received 14 days prior to airdate. Please see the charts below for required specs and submission methods.

HD Video Specs*

If Content is File-Based (Preferred)	If Content is Tape-Based (NOT Preferred)	Audio
QuickTime 1920x1080, 29.97fps Apple ProRes 422 (HQ) Or Uncompressed (None) codec, Millions, Best Quality	HDCAM* 1080i, 29.97fps *We cannot accept HDCAM SR	24 or 16 bit @48kHz, AIFF/WAV

*Please contact us if you are unable to deliver your QuickTime files per these specs. We realize that these are large files, but other compressed formats such as H.264 and WMV are generally at a lower quality than what we play back in-store.

File Naming

Content Type	File Naming Instructions
Vendor Spot	Please name the file with the Vendor and/or Product name, followed by the file extension. Please be as detailed as possible. Example: TargetReusableBags.mov
Music Video	Please name the file with the Artist name and Song title, followed by the file extension. Example: KatyPerryRoar.mov
Movie Trailer / Video Game Title	Please name the file with the Movie or Video Game title, followed by the file extension. Example: TheWolverine.mov

Submission Methods

Method	Notes	Instructions
ShareFile	Target's preferred submission method. Unlimited File Size. Target's firewall BLOCKS other Cloud Storage/Online File Sharing services.	Upload files here: https://target.sharefile.com/r/rbcf4a4201ab4efcb