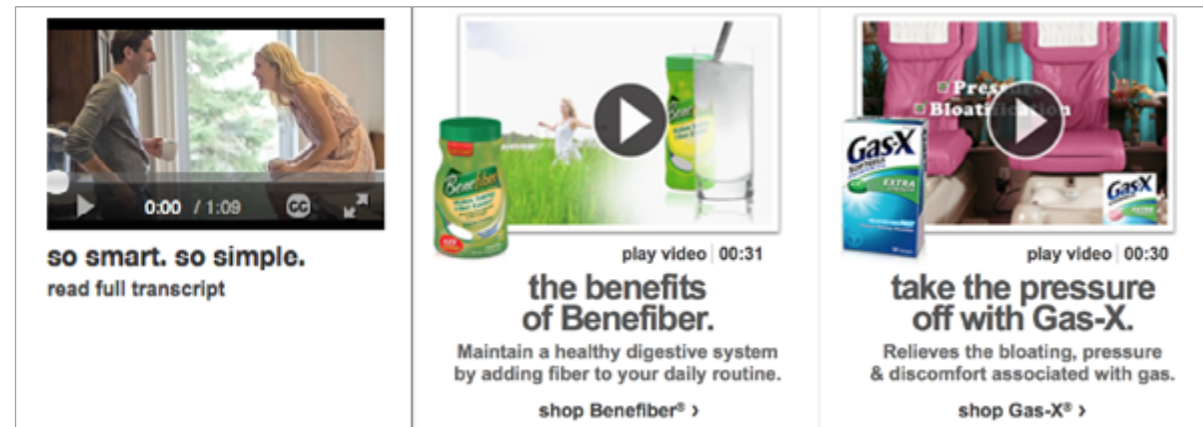


TARGET DVM PHOTOGRAPHY STYLE & GUIDELINES

VIDEO GUIDELINES

Videos often provide more information, educate guests, or complement a product launch. All video files need to be high quality and included closed captioning and a written transcript.



Asset Recommendations

- 30 seconds maximum length
- Instructional videos, such as how-to's and product demos do more to connect with Target guests than TV spots or national campaign ads.

What is needed for video on Target.com

Please submit the following elements for any video:

1.Video:

- Video Types: MP4, MOV, WMV, AVI, FLV, WebM – vendor should send the highest quality video they have in one of these formats.
- File Size: 500 MB or less.

2. Closed Captioning File:

- Format: XML

3. Written Transcript:

- Format: PDF – Word documents can be easily saved as a fully accessible PDF.
- Description: Should be a written script of the video spot describing all visual and audio content.

Theatrical Release Guardrails

Placement Details:

- No rated R above the fold or trailers
- Rated R banners are acceptable BTF
- No rated R on the Homepage
- All "G" "PG" "PG-13" trailers MUST be rated for "General Audience"
- Must have "play video" in CTA

Acceptable:

- Trailers for movies with MPAA ratings of "G", "PG", "PG13" and "R" are allowed, but the trailer itself must be rated for "General Audience".
- MPAA rating "General Audience"
- Mild Violence
- Comic Mischief
- Crude Humor

Best Suited For:

- New theatrical releases rated "G" "PG" "PG-13"
- General audience trailers

Unacceptable:

- MPAA rating "NC17"
- Extreme Weapons or Death Sequences
- Screams of Horror
- Nudity

CTA

- Must have "play video" in CTA which is a requirement from our accessibility team to have the video auto play.