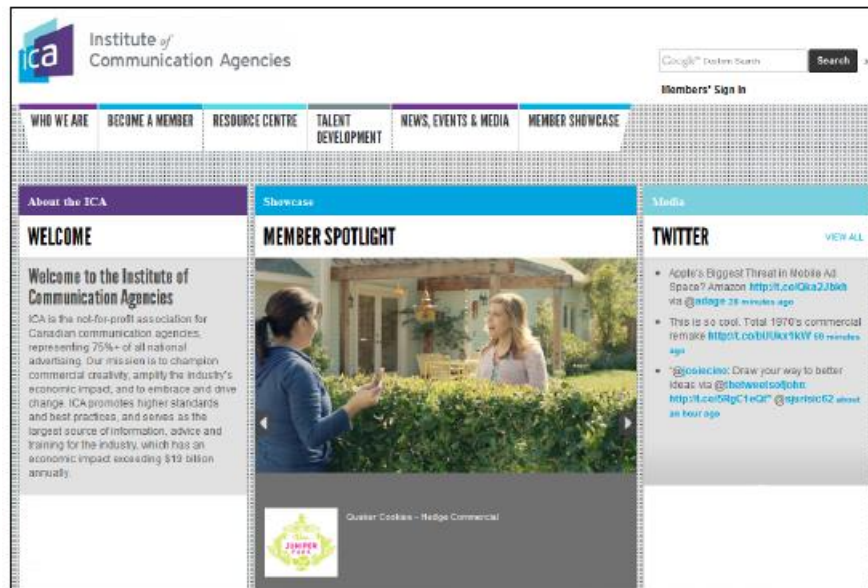


ICA MEMBER SPOTLIGHT/SHOWCASE



Every CAPMA member agency can place one creative example in the ICA Member Spotlight/Showcase. This work can be either video or image based. All member works rotate on the ICA's landing page, giving member's work further exposure to the industry.

If the creative is a commercial, then it has to be in cycle in order to meet ACTRA rules. If the piece is a commercial, I will also need to know the date by which it has to come down when its cycle ends. We will require the name of the creative piece in order to properly identify it. You can change the creative you have up as often as you like.

To summarize what we require:

One piece of creative work in either video or image format that meets the following:

- I. Images can be up to 534 px width X 825 px height and/or 730 px X 520 px approximately
- II. The image can also be an animated gif.
- III. If the work falls under ACTRA then it needs to be in cycle and I need to know when to remove the work from the website.
- IV. If you are already hosting the video on Youtube and/or Vimeo then just send me the URL.
- V. Each piece of creative has a 50 character description that will be your agency name and title of the piece.
- VI. The video must NOT exceed a data rate of 5000 kbps, resolution of 1280x720 and an audio data rate of 320 kbps in order for the ICA to host the video.

If you have any further questions or clarification, feel free to get in touch with Gardenia Flores at gflores@icacanada.ca and/or 416-482-1396 Ext.231