

No Wipes in Pipes – Commercial Overview

Three (3) videos were produced for the “No Wipes in The Pipes” campaign. A main video with a length of 1 minute, and then two 30 second commercial alternatives. **Central San will be posting all videos on social media and you’re encouraged to share, like, and retweet them.**

If you would like to upload the videos directly to your own social media accounts or pay to have them advertised in your service area, continue reading below for guidelines to see what video format is best suited for each service. All videos are 1080i resolution and 29.97fps.

Videos can be found in this [ShareDrive folder](#).

If you would like to upload a video to social media (Facebook, Twitter, YouTube) upload the full 1-minute version. The file name for this video is “Wipes Clog Pipes_Full Cut – Online.mp4” A version with subtitles is also included for your choosing.

- Facebook: It’s best to upload the video file directly to Facebook, instead of posting a YouTube link. This will garner you more attention in the algorithm. Best time to post is between 1-4pm, every weekday except for Tuesday.
- Twitter: Best days to post are Monday through Friday during the lunch hours, Wednesdays perform best.
- YouTube: Best days to post are Thursday and Friday, between 12-4pm.

If you plan to pay for TV advertisement, distributors will require a 30 second video. We made two cuts for you to submit, an “A” cut, and a “B” cut. They begin and end the same but use alternative clips in the middle. Videos come in a variety of formats and different agencies will require specific formats. I’ve provided you with the two most common formats.

For Comcast, deliver the following **ProRes422** formats:

- “Wipes Clog Pipes 30s_A Cut - ProRes 422.mov”
- “Wipes Clog Pipes 30s_B Cut - ProRes 422.mov”

For other cable outlets deliver the **MPEG-2** formats:

- “Wipes Clog Pipes 30s_A Cut - MPEG-2.mpeg”
- “Wipes Clog Pipes 30s_B Cut - MPEG-2.mpeg”

For theater advertisement or other deliveries, use the full 1-minute cut in **ProRes422** format:

- “Wipes Clog Pipes_Full Cut – ProRes 422.mov”

If anyone has any questions or would like a referral to a Comcast Account Rep to purchase airtime, please email me at jzumbo@centralsan.org for details.