



REV 12202402

# Advertising & Production Services

TalkinLive.com | 423-290-9194 | Lamar@TalkinLive.com

# WELCOME



*“TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.”*

TV broadcasting is boldly changing — products, platforms, programming and leaders — and as the industry evolves with new choices for consumers and industry professionals to remain on the cutting edge of the business of television... There's a new TV studio in town!

The Talkin Live™ team stands on the cutting edge of broadcasting on television, online and on-the-go. We deliver Live shows and entertainment programming, all while utilizing the best in television technology.

Talkin Live™ TV is the idea of Lamar Bearden. Our TV Broadcast Studio is located right outside of Chattanooga Tennessee, an area that is growing everyday and Talkin Live™ TV has an impressive coverage of the market, and others around the globe.

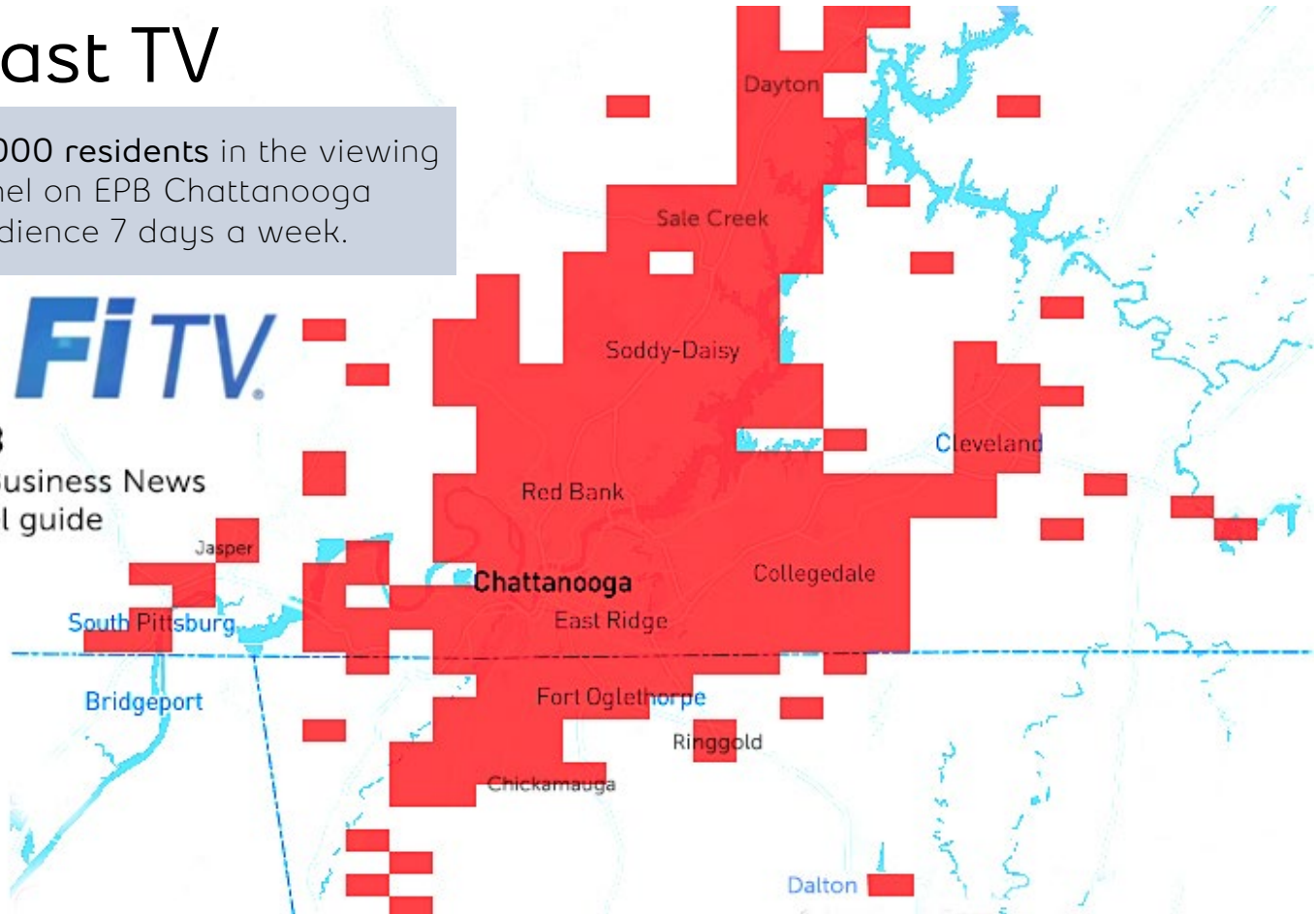
# Broadcast TV

With over 300,000 residents in the viewing area, our channel on EPB Chattanooga reaches our audience 7 days a week.



**Channel 398**

Following Fox Business News  
on your channel guide



# OTT Video Channels



Our Timeless Classics TV site and our Amazon and Roku Channels put your show or product in front of a world-wide audience reach over 150 million households.

# Audio Podcasts



Plus other Audio Podcast platforms.

# Social Media Channels



Every day, our Facebook page captivates over 6,000 subscribers, while our YouTube channel enriches a daily audience of more than 1,000 subscribers and racks up an impressive 10,000 views each month.



# About The Studio

The Talkin' Live TV Broadcast Studio is the perfect location, it is conveniently located to both Atlanta and Nashville Metro areas by being situated just outside Chattanooga, squarely in the middle of God's Country. Our studio is well-suited for video production on our talk show studio set, interview studio set, or on our 2-wall green screen set.

The Talkin' Live team utilizes the latest audio/video technology to produce cost-effective promotional and original video content and offer a wide range of choices for post-production video editing. Studio clients will benefit from skilled video editors capable of accommodating any creative or technical need.

# Talkin Live™ Current Programming



## TALKIN LIVE™ SHOW

*The Place to Be for Unfiltered Opinions on Current Events.*

Lamar Bearden, host of Talkin Live™, is no stranger to controversial topics and he loves nothing more than a good debate. That's why his show has become a go-to destination for people who want to express their opinions on current events freely and without judgement.

Talkin Live™ airs every Tuesday and Thursday at 7pm EST and can also be watched live on [TalkinLive.com](http://TalkinLive.com). Bearden welcomes callers from all walks of life and with all kinds of opinions. Whether you're a die-hard conservative or a progressive liberal, you'll feel at home on Talkin Live™.

What sets Talkin Live™ apart from other talk shows is Bearden's willingness to tackle any topic, no matter how taboo. He has interviewed everyone from white supremacists to sex workers, and he's not afraid to ask the tough questions.

Whether you're looking for a lively discussion or just a place to vent, tune in to Talkin Live™. You never know what you'll hear, but you can be sure it will be honest and unfiltered.





# Studio Production Services

Talkin Live™ TV Broadcast Studio is the perfect location for your next production. We are conveniently located to both Atlanta and Nashville Metro areas by being located just outside Chattanooga, squarely in the middle of God's Country.

Our studio is well-suited for video production on our talk show studio set, interview studio set, or our 2-wall green screen.

If you are looking for a turnkey video studio or TV studio, our studio set is for rent... or we can handle the entire production process for you!

We utilize bleeding-edge audio/video technology to produce cost-effective promotional, instructional, and original video content.

Our Studio offers a wide range of choices for post-production video editing. Clients will benefit from our skilled video editors capable of accommodating any creative or technical need.

Drone video footage Service and access to our professional live streaming and recording studio provide everything you need to broadcast. Record your content, or stream live to Facebook, YouTube, and other platforms.







[TalkinLive.com](http://TalkinLive.com)

# Commercial transmission specifications

Television

# Commercial instruction guide

Here is the information that should appear on a commercial instruction:

- The name of the client
- The name of the product (if applicable)
- Release Dates
- The channels on which the advertising material will be disseminated
- Title of advertising material
- Duration of advertising material
- The percentage of rotation (ex: 100% if it is a single material, 50% / 50% if two ads to be distributed in equal rotation, etc.)
- The word "REVISION" in the case of a change in advertising material or a component of previous instructions
- Contact information

# Broadcast instruction guide

Here is the information that should appear on a broadcast instruction:

- The name of the client
- Title and Release date
- The channels on which the broadcast will be disseminated
- Duration of broadcast
- The word "REVISION" in the case of a change in broadcast material or a component of previous instructions
- Contact information

# Transmission specifications

Questions?  
Write to your traffic coordinator

## VIDEO SPECS:

- All HD creative must indicate SD  
Down-convert aspect ratio
- Frame rate: 1080i / 29.97fps
- Progressive Scan
- HD Actionsafe

## HD AUDIO INFO:

- We accept stereo CH 1&2 Left/Right
- Audio levels should be CALM Act compliant

## LAYOUT

- 5 Seconds of Slate (agency Name, ISCI Code, Title)
- 2 Seconds of Black (00:00:05:00 - 00:00:06:29)
- Contact (00:00:07:00)
- 3 Frames of Black

## FILE NAMING CONVENTION

- File names must be named by ISCI only
- Example: ABCD1234.mov
- Please exclude spaces and any bullet or specialty character
- Dashes and Underscores are permitted

# All media delivery

Talkin Live™ Broadcast Studio Media no longer accepts commercial material via :

- Videotape or XDCam/ Disc.
- Direct delivery , FTP/File Transfer or External Links .
- Memory Stick or External hard drive

## Electronic file delivery

We accept 3rd party electronic file transfer deliveries or direct access to our DropBox location.

*Please contact your traffic coordinator for updated login Information*