

HBC Public Service Announcements

PSA FAQs:

General Information

Does your non-profit organization have an event or message they would like to advertise in the community, free of charge? HBC's PSA (Public Service Announcement) system allows you to submit that information for public broadcast on HBC's TV 20 channels. The PSAs are stagnant "slides"/advertisements that air to HBC Video customers and you need not be an HBC customer to submit your information. This is a great way to inform, raise awareness and educate the community of your upcoming events and initiatives, for free. Please review the requirements and file specifications before submitting your information. The PSA system is updated on a weekly basis, however, if your announcement is not received a minimum of 2 weeks before an event, HBC does not guarantee the announcement will be posted. **Please submit information at least 2 weeks in advance of event.**

There are three ways to submit a PSA:

- Email: publicservice@hbc.com
- Online: Visit www.hbc.com/about-us/contact/email-us/ and select **Public Service Announcements (Community Calendar)** from the drop down menu.
- Mail/Hand Deliver: To your local HBC office, **Attention: Community Calendar**

Corporate Office (Winona)

58 Johnson St., Winona, MN 55987

Lake City

901 N. 6th St., Lake City, MN 55041

Plainview

445 W. Broadway Ste. 2, Plainview, MN 55964

Red Wing

2835 S. Service Dr. Ste. 105, Red Wing, MN 55066

St. Charles

1242 Whitewater Ave., St. Charles, MN 55972

Wabasha

329 Hiawatha Dr. E. Ste. 1, Wabasha, MN 55981

Requirements and File Specifications

- No ticket/event prices will be advertised
- No alcohol or tobacco references are allowed
- We reserve the right to refuse additional information at our discretion
- No more than 30 words can be applied per slide
- Font size of no less than 36 point
- PowerPoint slides should be exported to .jpg format
- Word documents and PDF files are not compatible
- File size should be 800 pixels wide x 480 pixels high

- Paid ads can include ticket prices and are available for organizations/events that do not qualify for PSAs. For more information on paid advertising, call Mel Messmann at (507) 474-5802.

If You Want to Create Your Own Design

PowerPoint Slides

1. Create a PowerPoint slide as you would for a presentation, keeping the list of requirements and file specifications in mind.
2. Once you have completed the slide to your satisfaction, save the file as a .jpg and email publicservice@hbc.com with your PSA file attached.

Other Formats/Design Programs

1. Create a new document with the dimensions of 800 pixels wide x 480 pixels high, keeping the list of requirements and file specifications in mind.
2. Once you have completed the art to your satisfaction, save the file as a .jpg and email publicservice@hbc.com with your PSA file attached.