



Practitioner Members Video & Image Technical Specifications

VIDEOS

Video Length (see also “GHE Expert Practitioners Video Guidelines & Training.docx”)

All video length guidelines should be followed within app. 10% of the run time’s given below. However, guidelines are just that, there will always be circumstances whereby they cannot be followed that closely to produce a truly effective video.

If you feel that you need a longer video run time we require that you contact us for permission to run more than 10% longer than these guidelines indicate. Please include the specifics of why you need to run longer and how long you estimate your video will need to be.

PROFILE PAGE VIDEOS

Single: up to 12 minutes

Multiple-Part Video Series: up to 12 minutes each video.

Included Number of Videos (more Profile videos can be purchased):

Basic: 0

Bronze: 1

Silver: 2

Gold: 3

Platinum: 4

HEALING PORTAL VIDEOS

Single: up to 10 minutes

Multiple-Part Video Series: up to 10 minutes each video.

LEARNING CENTRE VIDEOS

Single: up to 10 minutes

Multiple-Part Video Series: up to 10 minutes each video.

PRODUCT VIDEOS

Single ONLY: up to 5 minutes... ideally 3 minutes or less.

VIDEO RESOLUTION & BITRATE

Video Type

MPEG-4

H.264 (.mp4) | H.265 (.mp4) | Apple (.mov)

(other types may work but may incur additional charges if they are usable)

Video Resolution

1920 x 1080 (1080p) best | 1280 x 720 (720p) next best

Video Bitrate

15,000 Kbps or better -- minimum 10,000 Kbps

- ALWAYS use the HIGHEST QUALITY and RESOLUTION SETTINGS POSSIBLE. This will result in a much larger file byte-wise, and while this large sized file is ultimately not going to wind up being used on the web, we need the extra data to prevent image and sound degradation from occurring through the multiple steps of further video processing that are required.

IMAGES

Image Resolutions *(pixel sizes)*

PROFILE PAGE

Personal Photo: at least 300px wide, and the height can vary, but it works best in our layout when it is in portrait orientation where the height is greater than the width.

NOTE: Please just provide the largest (highest resolution) image size you have and allow us to properly optimize it for our website.

FURTHER NOTE: please use a photo where you are looking straight into the camera where the viewer can see your eyes.

Product Slider:

16:9 aspect ratio - absolute, no deviation.

640px wide by 360px high - minimum resolution.

NOTE: Just provide us with higher resolution 16:9 images (i.e. 1280 x 720, 1920 x 1080) if possible and allow us to process, optimize and re-size them as required for use on our website.

PRODUCT IMAGE(S)

BASIC: 300px wide by 300px high

~~ZOOMABLE:~~ 800px wide by 800px high

(zoomable product images are currently unavailable)

~~GALLERY IMAGES:~~ same as above, up to 6 permitted

(product image galleries are currently unavailable)

BLOG POSTS

Open Graph Image: 1200px wide by 630px high

This is the ideal size image. Other aspect ratios can be made to work also. The best thing is for you to provide/use the largest version of the image you have and allow us to then size/optimize/crop it accordingly. If the image is not workable we'll let you know.

ADVERTISING BANNERS (WEBSITE) – (see separate document)

ADVERTISING BANNERS (EMAIL) - (see separate document)

ADVERTISING INSERTS (eZine) - (see separate document)