

## **Guidelines for the American Gem Society's Video Birthstone Series**

Every month, the American Gem Society (AGS) features videos from members who are subject matter experts in that month's birthstones.

To submit a video, please fill out the Content Submission Form [here](#).

Guidelines:

- Video should be educational and not promotional. The purpose of these videos is to educate AGS members on aspects of birthstones.
- You (or members of your team) are the star of the video! You can film it on a smart phone, via a computer webcam or have it filmed by someone else.
- All videos submitted to the American Gem Society must be fully edited before submitting.
- The spokesperson(s) in the video should introduce themselves, or include their name in the lower thirds of the opening frame.
- AGS prefers videos be filmed horizontally and the ideal specs are 1920x1080 (1080p).
- Video should be between three minutes and five minutes long—maximum.

Once the video is approved by AGS, a release form will be sent, providing AGS with permission to use the video.

Questions? Email [marketing@ags.org](mailto:marketing@ags.org)

To view our birthstone playlist, click [here](#).