



ROGERS MEDIA TRAFFIC

COMMERCIAL DELIVERY GUIDELINES
Conventional, Sportsnet & Specialty Television

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1. COMMERCIAL GUIDELINES

COMMERCIAL MATERIAL & TELECASTER APPROVAL

- Commercial material required in-house **3** business days prior to first airdate.
- **Rogers Media Traffic does not accept commercial delivery via FTP.**
- Closed Captioning required on all English and French commercials effective September 1st, 2014 as mandated by the CRTC.
- Client-supplied material must be delivered to the broadcast hubs corresponding to the stations booked. (Refer to Delivery pages)
- Spots booked on RS Network must be delivered to all 4 hubs (Rogers Toronto, Calgary Sportsnet and CBC)
- Hard copies of commercials will be discarded 90 days after the last campaign air date.
- Rogers Media will air PSA's in place of late material or traffic instructions.

Important:

Licensee reserves the right, at its option, to refuse to broadcast or otherwise utilize television recordings which, in its opinion, are technically unsatisfactory or contain unacceptable content.

Traffic Contacts

CONVENTIONAL, SPECIALTY, SPORTSNET & NHL RS NETWORK

Traffic Supervisor - Haswati Handrazfil | 416 764 6725 | haswati.handrazfil@rci.rogers.com

Traffic Supervisor - Darlene Leblanc | 416 764 6449 | dleblan3@rci.rogers.com

ROGERS MEDIA

Snr. Traffic Manager - Nadia Gicante | 416 764 6702 | nadia.gicante@rci.rogers.com

TRAFFIC INSTRUCTIONS

- Remitted to station **5** business days prior to first telecast.
- To include: advertiser name, campaign title, brand, ISCI* / commercial code, commercial title, length, language, telecaster approval** & talent cycle***
- For creative changes: updated traffic instructions are required.
- Revisions will be implemented for the next available open log.
- Same day changes for validated legal reasons only.
- Rogers Media will not be held responsible for incorrect scheduling should revised traffic instructions arrive after the stipulated deadlines.

Glossary

* ISCI: An Industry Standardized Commercial Identifier (ISCI) code conforms to a standard used to identify commercials aired on commercial television worldwide, for TV stations, ad agencies, video post-production houses, radio stations and other related entities to identify commercials for airing and invoicing.

** Telecaster Approval: Granted by the Television Bureau of Canada (TVB.ca) to ensure compliance with broadcast ethics; Telecaster Guidelines and the Canadian Code of Advertising Standards. This service is free of charge. Please allow 5 business days upon submitting a low resolution file of the commercial or storyboard and/or script for approval. Additional clearances may be required before Telecaster approval is granted ie: Alcohol, Advertising to Children, Consumer Drugs, Cosmetics, and Food.

*** Talent Cycle: A 13-week time period upon which residual payments to an advertisement's performers are based. Each time the advertising runs in a new talent cycle, additional payment is required.

2. MATERIAL DELIVERY - SPORTSNET, SPECIALTY

		STATIONS	CALL LETTERS	DEFINITION	DIGITAL DELIVERY	MEDIA FORMATS	SHIPPING
SPORTSNET	ROGERS SPORTSNET HUB	SN National	CSNN	HD	EXTREME REACH: Rogers Sportsnet (CAN)	DIGITAL BETA HDCAM XDCAM	SPORTSNET COMMERCIAL LIBRARY One Mount Pleasant Rd 3rd Floor Toronto, ON M4Y 2Y5 Media Operations
		SN Ontario	CSNO	HD			
		SN East	CSNE	HD			
		SN West	CSNW	HD	MIJONET: SPORTSNET		
		SN Pacific	CSNP	HD	COMCAST: Rogers Sportsnet		
		SN 360	SN360	HD	JAVELIN: Rogers Sportsnet		
		SN One	SN1	HD	LAMAJEURE: Rogers Sportsnet		
		SN Senators	SNSN	HD	YANGAROO: Rogers Sportsnet		
		SN Oilers	SNOIL	HD			
		SN Flames	SNF	HD			
		SN Vancouver Hockey	SNV	HD			
		SN World	SNWL	HD			
TRAFFIC INSTRUCTIONS: TRAFFIC@SPORTSNET.ROGERS.COM							
CONTACTS:		Traffic Supervisor: Haswati Handrazfil 416 764 6725		haswati.handrazfil@rci.rogers.com			
		Traffic Supervisor: Darlene Leblanc 416 764 6449		dleblan3@rci.rogers.com			
		STATIONS	CALL LETTERS	DEFINITION	DIGITAL DELIVERY	MEDIA FORMATS	SHIPPING
SPECIALTY	ROGERS TORONTO HUB	OLN Canada	OLN	HD	EXTREME REACH: Rogers Toronto Hub	DIGITAL BETA HDCAM XDCAM	TRAFFIC COMMERCIAL LIBRARY 545 Lakeshore Blvd W Toronto, ON M5V 1A3
		FX Canada	FXC	HD	MIJONET: OMNI		
		FXX	FXX	HD	COMCAST: Rogers Toronto		
		VICELAND (Previously BIO)	VICE	HD	JAVELIN: Rogers Toronto		
		G4 Canada	G4	HD	LAMAJEURE: Rogers Toronto		
					YANGAROO: Rogers Toronto		
TRAFFIC INSTRUCTIONS: TRAFFIC@RCI.ROGERS.COM							
CONTACTS:		Traffic Supervisor: Haswati Handrazfil 416 764 6725		haswati.handrazfil@rci.rogers.com			
		Traffic Supervisor: Darlene Leblanc 416 764 6449		dleblan3@rci.rogers.com			

3. MATERIAL DELIVERY - CITY, OMNI NETWORK

		STATIONS	CALL LETTERS	DEFINITION	DIGITAL DELIVERY	MEDIA FORMATS	SHIPPING	
CITY & OMNI NETWORK	ROGERS TORONTO HUB	City Toronto	CITY	HD	EXTREME REACH: Rogers Toronto Hub MIJONET: OMNI COMCAST: Rogers Toronto JAVELIN: Rogers Toronto LAMAJEURE: Rogers Toronto YANGAROO: Rogers Toronto	DIGITAL BETA HDCAM XDCAM	TRAFFIC COMMERCIAL LIBRARY 545 Lakeshore Blvd W Toronto, ON M5V 1A3 Media Coordinator Steve Buckley 416 764 3381	
		City Montreal	CJNT	HD				
		City Sask./Regina	CSCN	SD				
		OMNI 1	CFMT	HD				
		OMNI2	CJMT	HD				
	* CITY NETWORK: CREATIVE MUST BE DELIVERED TO BOTH TORONTO AND CALGARY HUBS							
	TRAFFIC INSTRUCTIONS: TRAFFIC@RCI.ROGERS.COM							
	CONTACTS:		Traffic Supervisor: Haswati Handrazfil 416 764 6725		haswati.handrazfil@rci.rogers.com			
			Traffic Supervisor: Darlene Leblanc 416 764 6449		dleblan3@rci.rogers.com			
		STATIONS	CALL LETTERS	DEFINITION	DIGITAL DELIVERY	MEDIA FORMATS	SHIPPING	
CITY & OMNI NETWORK	ROGERS CALGARY HUB	City Calgary	CKAL	HD	EXTREME REACH: Rogers Calgary Hub MIJO: CKAL/CKEM COMCAST: Rogers Calgary JAVELIN: Rogers Calgary LAMAJEURE: Rogers Calgary YANGAROO: Rogers Calgary	DIGITAL BETA XDCAM (Rogers West Hub accepts XD Cam only.)	TRAFFIC COMMERCIAL LIBRARY 535 7th Avenue SW Calgary, AB T2P 0Y4 Media Coordinator Denise Wanvig 403 508 3312	
		City Edmonton	CKEM	HD				
		City Vancouver	CKVU	HD				
		City Winnipeg	CHMI	HD				
		OMNI Calgary	CJCO	HD				
		OMNI Edmonton	CJEO	HD				
		OMNI Vancouver	CHNM	HD				
	* CITY NETWORK: CREATIVE MUST BE DELIVERED TO BOTH TORONTO AND CALGARY HUBS							
	TRAFFIC INSTRUCTIONS: TRAFFIC@RCI.ROGERS.COM							
	CONTACTS:		Traffic Supervisor: Haswati Handrazfil 416 764 6725		haswati.handrazfil@rci.rogers.com			
		Traffic Supervisor: Darlene Leblanc 416 764 6449		dleblan3@rci.rogers.com				

4. RS NHL DELIVERY INFO

SATURDAY

HOCKEY NIGHT IN CANADA ON RS NETWORK

TRAFFIC INSTRUCTIONS EMAILED TO: TRAFFIC@SPORTSNET.ROGERS.COM

RS NETWORK	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. CBC 2. THE ROGERS TORONTO HUB 3. THE ROGERS CALGARY HUB 4. SPORTSNET HUB 	<p>Rogers Media Traffic Delivery:</p> <ul style="list-style-type: none"> • EXTREME REACH • MIJONET • COMCAST • JAVELIN • LAMAJEURE • YANGAROO <p>For station code, please refer to Material Delivery code on each hub.</p>
RS BC RS ALBERTA SOUTH RS ALBERTA NORTH RS MANITOBA	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. CBC 2. THE ROGERS CALGARY HUB 	
RS ONTARIO RS QUEBEC RS SASKACHEWAN	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. CBC 2. THE ROGERS TORONTO HUB 	<p>CBC Digital Delivery:</p> <ul style="list-style-type: none"> • MIJONET: CBC • EXTREME REACH: CBC • COMCAST: CBC
RS OTTAWA RS NEWFOUNDLAND RS P.E.I. RS NOVA SCOTIA RS NEW BRUNSWICK	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. CBC 	
RS PLUS (SN STATIONS)	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. SPORTSNET HUB 	

5. ROGERS NHL MATERIAL DELIVERY - PUNJABI

OMNI STATIONS

BROADCAST IN PUNJABI

TRAFFIC INSTRUCTIONS EMAILED TO: TRAFFIC@RCI.ROGERS.COM

RS NETWORK	CREATIVE DELIVERED TO:	<p>Rogers Media Traffic Delivery:</p> <ul style="list-style-type: none"> • EXTREME REACH • MIJONET • COMCAST • JAVELIN • LAMAJEURE • YANGAROO <p>For station code, please refer to Material Delivery code on each hub.</p>
	<ol style="list-style-type: none"> 1. CBC 2. THE ROGERS TORONTO HUB 3. THE ROGERS CALGARY HUB 4. SPORTSNET HUB 	
OMNI 2 : CJMT	<p>CREATIVE DELIVERED TO:</p> <ol style="list-style-type: none"> 1. THE ROGERS TORONTO HUB 	
OMNI CALGARY : CJCO OMNI EDMONTON : CJEO OMNI BC : CHNM	CREATIVE DELIVERED TO:	<p>CBC Digital Delivery:</p> <ul style="list-style-type: none"> • MIJONET: CBC • EXTREME REACH: CBC • COMCAST: CBC
	<ol style="list-style-type: none"> 1. THE ROGERS CALGARY HUB 	

Traffic Contacts

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6. TECHNICAL SPECIFICATION

	HIGH DEFINITION	STANDARD DEFINITION
TIME RATIO FORMAT	XDCAM professional disk, single or dual layer, recorded in XDCam HD 422 format at 50 Mbps	HD CAM * (HDCAM accepted only in Toronto and Sportsnet, SR Format is NOT accepted)
	16:9 anamorphic	16:9 anamorphic
TIME CODE	Continuous SMPTE drop frame time code should be recorded as specified in SMPTE 12M	SMPTE Drop-Frame 1080i Frame Rate: 59.94 fps
	Video must conform to SMPTE 274M, System 5, at 1125 total lines, 59.94 fields, 29.97 frames per sec. with active video resolution 1920 x 1080	Black Level: 7.5 Units IRE +/-2 Units White Level: 100 Units IRE +/-3 Units Chroma Level: 80 Units Peak To Peak Chroma Phase: +/-5 Degrees Resolution: No VHS/DVD Home Format Resolution Closed Captioning: Line 9 Lip Sync: Plus Or Minus 1 Frame
VIDEO		Black Level: 7.5 Units IRE +/-2 Units White Level: 100 Units IRE +/-3 Units Chroma Level: 80 Units Peak To Peak Chroma Phase: +/-5 Degrees Resolution: No VHS/DVD Home Format Resolution Closed Captioning: Line 21 Lip Sync: Plus Or Minus 1 Frame
AUDIO	All audio content must comply with the technical requirements set out in ATSC A/85 RP. The dynamic range must be suitable for television broadcast with target loudness level -24 LKFS. Audio should be mixed such that the measured average loudness of any Lt/Rt mix shall be equivalent to the measured average loudness of 5.1 mix, within +/-1 dB.*	Stereo Audio: CH 1 & 2 Full Stereo Mix CH 3 & 4 None or Descriptive Video Surround Audio: CH 1 & 2 Dolby E, CH 3 & 4 Full Stereo Mix Dolby Track Configuration: CH 1 Left, CH 2 Right, CH 3 Center, CH 4 LFE CH 5 Left Surround, CH 6 Right Surround CH 7 & 8 Descriptive Video
		Stereo Audio: CH 1 & 2 Full Stereo Mix CH 3 & 4 None or Descriptive Video
CATEGORY	Closed Captioning: Embedded as closed captioning data, and should conform to EIA-708B, inserted in the VANC on Line 9.	Audio Levels: Consistent to reference tone +/- 3 dB Frequency response: 20 to 15,000 HZ. +/-3 dB
		Audio Levels: Consistent to reference tone +/- 3 dB Frequency response: 20 to 15,000 HZ. +/-3 dB

ACCEPTABLE COMMERCIAL TIMING LENGTH		
LENGTH	MINIMUM	MAXIMUM
05 SEC.	00:00:04:27	00:00:05:03
10 SEC.	00:00:09:27	00:00:10:03
15 SEC.	00:00:14:27	00:00:15:03
30 SEC.	00:00:29:27	00:00:30:03
45 SEC.	00:00:44:27	00:00:45:03
60 SEC.	00:00:59:27	00:01:00:03
COMMERCIAL CONTENTS ALL CHANNELS		
BARS & TONE MINIMUM 30 SECONDS		
SLATE 10 SECONDS		
BLACK 10 SECONDS		
COMMERCIAL		
BLACK MINIMUM 10 SECONDS		
XD CAM		
We can only accept Stereo and 5.1 Discrete Audio on XDCAM discs. Baseband audio recorded in PCM 8 ch./24 bit/ 48 kHz mode and must conform to SMPTE RP-155 for reference and headroom. The first six discrete channels (Ch.1 to Ch.6) should contain 5.1 Surround Sound with channel allocations in accordance with SMPTE 320M-B. Ch.7 and Ch.8 may contain Secondary Audio Program /Video Description or Stereo downmix of 5.1		
Rogers Calgary Hub accepts XD CAM only.		
LANGUAGE SPOTS ON OMNI		
For spots containing more than 50% of total spoken words in English, the English portion will be required to be closed captioned.		

ACCEPTED TAPE-BASED FORMATS: Sony HDCAM
Video Mode: 1080/59.94i Time Code: SMPTE 12M, linear time code, drop frame Closed Captioning Type (if present): CEA-708, following SMPTE Engineering Guideline 43:2009 Note: HDCAM SR is not an accepted format

ACCEPTED DISC-BASED FORMATS: Sony XDCAM
Video Mode: 1080/59.94i Video Codec: MPEG HD422 (XDCam HD) Disc Type: 23GB or 50GB Professional Disc Time Code: SMPTE 12M, linear time code, drop frame Closed Captioning Type (if present): CEA-708, following SMPTE Engineering Guideline 43:2009 Note: XDCAM is the preferred format for Rogers