



# ROGERS MEDIA TRAFFIC

## COMMERCIAL DELIVERY GUIDELINES

Citytv, OMNI, OLN, FX, FXX, Sportsnet &  
Video On Demand

**effective June 1, 2019**

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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 **BOTH** Rogers Toronto-NMOC and CBC hub
- Creative will be purged 90 days after the last campaign air date, unless otherwise specifies to purge earlier.
- 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](mailto:haswati.handrazfil@rci.rogers.com)

Traffic Supervisor - Darlene Leblanc | 416 764 6449 | [dleblan3@rci.rogers.com](mailto:dleblan3@rci.rogers.com)

#### ROGERS MEDIA

Snr. Traffic Manager - Nadia Gicante | 416 627 9708 | [nadia.gicante@rci.rogers.com](mailto: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 **thinktv** (formerly: TVB) to ensure compliance with broadcast ethics; Thinktv clearance Guidelines. 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 : Ad-Standards (formerly: ASC) may be required before Telecaster approval is granted ie: Alcohol, Advertising to Children, Food, Consumer Drugs, Natural Health and Cosmetics.

\*\*\* Talent Cycle: A 13-week time period upon which residual payments to an advertisement's performers are based.

## 2. MATERIAL DELIVERY Citytv, OMNI, SPECIALTY, SPORTSNET

# ROGERS TORONTO HUB (NMOC) effective June 1, 2019

STATIONS		CALL LETTERS	STATIONS		CALL LETTERS	DIGITAL DELIVERY	Contact
CONVENTIONAL	CITY NETWORK	CITN	SPORTSNET	SN NATIONAL	SNN	EXTREME REACH	<a href="mailto:support@extremereach.com">support@extremereach.com</a>
	CITY TORONTO	CITY		SN ONTARIO	SNO	LAMAJEURE	<a href="mailto:distribution@lamajeure.com">distribution@lamajeure.com</a>
	CITY MONTREAL	CJNT		SN EAST	SNE	SPOTGENIE	<a href="mailto:support@spotgenie.com">support@spotgenie.com</a>
	CITY SASKATCHEWAN	CSCN		SN WEST	SNW	JAVELIN	<a href="mailto:Support.javelindelivers@adstream.com">Support.javelindelivers@adstream.com</a>
	CITY WINNIPEG	CHMI		SN PACIFIC	SNP	YANGAROO	<a href="mailto:adsupport@yangaroo.com">adsupport@yangaroo.com</a>
	CITY CALGARY	CKAL		SN 360	SN360	COMCAST	<a href="mailto:AdDelivery_support@cable.comcast.com">AdDelivery_support@cable.comcast.com</a>
	CITY EDMONTON	CKEM		SN ONE	SN1	MSTR	<a href="mailto:support@mstr.tv">support@mstr.tv</a>
	CITY VANCOUVER	CKVU		SN OILERS	SNOIL		
	OMNI 1	CFMT		SN FLAMES	SNF		
	OMNI 2	CJMT		SN VANCOUVER HOCKEY	SNV		
	OMNI CALGARY	CJCO		SN SENATORS	SNSN		
	OMNI EDMONTON	CJEO		SN WORLD	SNWL		
	OMNI VANCOUVER	CHMN					
SPECIALTY	OLN CANADA	OLN					
	FX CANADA	FX					
	FXX	FXX					

  

TRAFFIC CONTACTS			
TRAFFIC SUPERVISOR	Haswati Handrazfil	416 764 6725	<a href="mailto:haswati.handrazfil@rci.rogers.com">haswati.handrazfil@rci.rogers.com</a>
TRAFFIC SUPERVISOR	Darlene Leblanc	416 764 6449	<a href="mailto:dleblan3@rci.rogers.com">dleblan3@rci.rogers.com</a>

  

Traffic Instruction Conventional & Specialty: <b>TRAFFIC@RCI.ROGERS.COM</b>	Traffic Instruction Sportsnet & RS Stations: <b>TRAFFIC@SPORTSNET.ROGERS.COM</b>
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### 3. RS NHL DELIVERY INFO

# SATURDAY

HOCKEY NIGHT IN CANADA ON RS NETWORK

TRAFFIC INSTRUCTIONS EMAILED TO: [TRAFFIC@SPORTSNET.ROGERS.COM](mailto:TRAFFIC@SPORTSNET.ROGERS.COM)

RS NETWORK	<u>CREATIVE DELIVERY TO:</u> 1. ROGERS TORONTO HUB-NMOC 2. CBC
RS ONTARIO RS QUEBEC RS SASKATCHEWAN RS ALBERTA NORTH RS ALBERTA SOUTH RS MANITOBA RS BC	<u>CREATIVE DELIVERY TO:</u> 1. ROGERS TORONTO HUB-NMOC 2. CBC
RS OTTAWA RS WINDSOR RS NEWFOUNDLAND RS P.E.I RS NOVA SCOTIA RS NEW BRUNSWICK	<u>CREATIVE DELIVERY TO:</u> 1. CBC
RS SPORTSNET	<u>CREATIVE DELIVERY TO:</u> 1. ROGERS TORONTO HUB-NMOC

## ROGERS MEDIA & CBC TRAFFIC DELIVERY

- EXTREME REACH
- LAMAJEURE
- COMCAST
- SPOTGENIE
- JAVELIN
- YANGAROO
- MSTR

## Traffic Contacts

Traffic Supervisor - Haswati Handrazfil | 416 764 6725 | [haswati.handrazfil@rci.rogers.com](mailto:haswati.handrazfil@rci.rogers.com)

Traffic Supervisor - Darlene Leblanc | 416 764 6449 | [dleblan3@rci.rogers.com](mailto:dleblan3@rci.rogers.com)

## 4. ROGERS NHL MATERIAL DELIVERY - PUNJABI

# OMNI STATIONS

BROADCAST IN PUNJABI

TRAFFIC INSTRUCTIONS EMAILED TO: [TRAFFIC@RCI.ROGERS.COM](mailto:TRAFFIC@RCI.ROGERS.COM)

OMNI 2 [ CJMT ]	<u>CREATIVE DELIVERY TO:</u> ROGERS TORONTO HUB-NMOC	<b>ROGERS MEDIA &amp; CBC TRAFFIC DELIVERY</b> <ul style="list-style-type: none"><li>• EXTREME REACH</li><li>• LAMAJEURE</li><li>• COMCAST</li><li>• SPOTGENIE</li><li>• JAVELIN</li><li>• YANGAROO</li><li>• MSTR</li></ul>
OMNI CALGARY [ CJCO ]		
OMNI EDMONTON [ CJEO ]		
OMNI BC [ CHNM ]		

### Traffic Contacts

Traffic Supervisor - Haswati Handrazfil | 416 764 6725 | [haswati.handrazfil@rci.rogers.com](mailto:haswati.handrazfil@rci.rogers.com)

Traffic Supervisor - Darlene Leblanc | 416 764 6449 | [dleblan3@rci.rogers.com](mailto:dleblan3@rci.rogers.com)

# ROGERS VOD/ IGNITE TV

TRAFFIC INSTRUCTIONS EMAILED TO: [TRAFFIC@RCI.ROGERS.COM](mailto:TRAFFIC@RCI.ROGERS.COM)

- Traffic Instruction and Commercial material required in-house **5** business days prior to first airdate.
- Rogers Media Traffic does not accept commercial delivery via FTP.
- Closed Captioning required on all English commercials effective September 1st, 2014 as mandated by the CRTC.
- Commercial will be purged automatically after the last campaign air date
- Instructions are to include: advertiser name, campaign title, brand, ISCI/ commercial code, commercial title, length, telecaster approval & talent cycle
- For creative changes: updated traffic instructions are required. Ingest period 5 days for new creative required
- Revisions will be implemented once the new creative has been ingested to the server.
- Legal Change only applies to pull the spot off the air.
- Rogers Media will not be held responsible for incorrect scheduling should revised traffic instructions arrive after the stipulated deadlines.

MATERIAL DELIVERY: **ROGERS TORONTO HUB-NMOC**

- EXTREME REACH
- LAMAJEURE
- COMCAST
- SPOTGENIE
- JAVELIN
- YANGAROO
- MSTR

## Traffic Contacts

Team Lead - Grace Yang | 647 436 5527 | [grace.yang@rci.rogers.com](mailto:grace.yang@rci.rogers.com)

Traffic Supervisor - Haswati Handrazfil | 416 764 6725 | [haswati.handrazfil@rci.rogers.com](mailto:haswati.handrazfil@rci.rogers.com)

## 6. TECHNICAL SPECIFICATION

		HIGH DEFINITION	STANDARD DEFINITION	ACCEPTABLE COMMERCIAL TIMING LENGTH
TIME RATIO FORMAT	HD			LENGTH MINIMUM MAXIMUM
	16:9 anamorphic	16:9 anamorphic	4:3 or 16:9 anamorphic	05 SEC. 00:00:04:27 00:00:05:03
TIME COD E	Continuous SMPTE drop frame time code should be recorded as specified in SMPTE 12M	SMPTE Drop-Frame 1080i FrameRate: 59.94 fps	SMPTE Drop-Frame	10 SEC. 00:00:09:27 00:00:10:03
	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: Line9 Lip Sync: Plus Or Minus 1 Frame	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: Line21 Lip Sync: Plus Or Minus 1 Frame	15 SEC. 00:00:14:27 00:00:15:03
VIDEO	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	30 SEC. 00:00:29:27 00:00:30:03
	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	45 SEC. 00:00:44:27 00:00:45:03
AUDIO			60 SEC. 00:00:59:27 00:01:00:03	
CATEGORY				<b>COMMERCIAL CONTENTS ALL CHANNELS</b>
				BARS & TONE   MINIMUM 30 SECONDS SLATE   10 SECONDS BLACK   10 SECONDS COMMERCIAL   BLACK   MINIMUM 10 SECONDS
				<b>LANGUAGE SPOTS ON OMNI</b>
				For spots containing more than 50% of total spoken words in English, the English portion will be required to be closed captioned.