

INSP3000 WORLDREACH DRIVE
INDIAN LAND, SC 29707

P: 803.578.1000

F: 803.578.1725

The following are the production guidelines and procedures for the commercials airing on INSP.

FILE BASED MEDIA**ACCEPTABLE FORMATS:**

All media must be HD NTSC 1080i
(1920x1080@29.97) 4:3 title safe

- **QuickTime (.mov) Format**
 - Codec: H.264
 - Bitrate: 35 Mbps.
 - Interlaced/Top Field First
- **Mpeg (.mp4) Format**
 - Codec: H.264
 - Bitrate: 35 Mbps.
 - Interlaced/Top Field First
- **Mpeg (.mpg) Format**
 - Codec: MPEG2
 - Bitrate: 35 Mbps.
 - Interlaced/Top Field First
- **Media Exchange Format (.MXF)**
 - Codec: MPEG-2 Long GOP
 - Codec Type: MXP OP1A or OP1B
 - Bitrate: 35 Mbps.
 - Chroma Subsampling: 4:2:2 (MPEG, IMX)
 - Interlaced/Top Field First
- **Audio**
 - Encoding: AIFF
 - Bits/Sample: 16
 - Channels: 2 Stereo, dual mono or 5.1

EACH FILE MUST INCLUDE THE FOLLOWING:

- Slate (include advertiser name, commercial title, ISCI Code/800# and total spot length)
- Five seconds of black between slate and program
- Closed Caption must be on both CEA608 and 708 captions
- Commercial media 5 minutes or greater must be closed captioned to meet current FCC requirements

UPLOAD OF MEDIA:

(Should be made through media distribution or direct upload to our ftp server)

MEDIA DISTRIBUTORS (A XML sidecar file must accompany the video file)

- Comcast AdDelivery
- Yangaroo
- Extreme Reach
- Javelin
- On the Spot Media

DIRECT UPLOAD LOGIN CREDENTIALS:

Host name for FTP client:

mediadelivery.media-comm.com

- Website for web-interface:
https://mediadelivery.media-comm.com
- Username: **Commercial025750**
- Password: **6NZs\$ynm^mzYueKg**
- Place HD files in the "Air in HD" folder
- Place SD files in the "Air in SD" folder

FOR MORE DETAILS ON FILE-BASED MEDIA DELIVERY PLEASE CONTACT US AT:

mediadelivery@media-comm.com

**File based media is required*

TRAFFIC

WRITTEN TRAFFIC INSTRUCTIONS:

List Start and End Date (MM/DD/YYYY), ISCI, 800# and/or website and title of commercial.

SEND TO:

insptraffic@insp.com

NAME, PHONE NUMBER AND EMAIL ADDRESS

of Agency or Advertiser contact person must be included for follow-up needs.

AIR TAPES SHOULD BE AT THE NETWORK SEVEN DAYS PRIOR TO AIR DATE

If this is not possible, you need to notify the Traffic Department by sending an email to **traffic@insp.com**

SHIPPING

OUR SHIPPING ADDRESS IS:

INSP

*Attn: Traffic Department
9700 Southern Pine Blvd.
Charlotte, NC 28273*

US Phone Number 704.561.7878

International Phone Number 00+1.704.561.7878