
STANDARD BROADCAST OPPORTUNITIES:

- 15 & 30s Brandsell Spots
- Banners
- Branded Content
- Sponsorships

DELIVERY SPECS

Format: MP4 (MPEG-4) - MOV

Codec: NVIDIA NVEnc H.264 Encoder, Video Bitrate: 10Mb/s

Audio Codec: AAC, Audio Bitrate: 192kb/s

File extension: mp4

Resolution: 1920 x 1080i

Bit rate mode: Constant

Bit rate: 192 kb/s

Frame rate: 29.97 FPS

Closed captioning Embedded (608 and/or 708)

Brand Safety

- We're a family-friendly, brand-safe company and we do not allow images of nudity, sexual innuendo, discrimination, guns, weapons and/or violence on our website. Derogatory messages and images are not allowed.
- Please refer to our Brand Safety Guidelines for full information.

TRAFFIC INSTRUCTIONS:

Send your traffic instructions or any inquiries to:

BROADCAST COMMERCIAL SPECS

The Weather Network =

twnadopsrequests@pelmorex.com

MétéoMédia = mmadopsrequests@pelmorex.com

Some agencies use this service to send us traffic instructions



Never Cry Wolf <https://cloudtraffic.ncwtv.ca/>

Commercial and copy instructions must be received by **10:30 am** on the business day before the broadcast date and by the Wednesday prior to a long weekend.

****All commercials that air on The Weather Network and MétéoMédia must be Closed Captioned to comply with CRTC requirements.**

We also require a Telecaster number for each material.

Please contact: <https://thinktv.ca/think-clearance/> **to obtain a number.**

Non-Captioned material with no Telecaster number could be rejected for air**

Online Electronic Delivery Services we accept:

 **XR** EXTREME REACH

 **LAMAJEURE**

 **COMCAST** TECHNOLOGY SOLUTIONS

 **YANGAROO**

 **spotgenie**

 **MSTR.TV**

**New to Electronic Delivery Services,
please contact the above Online
Electronic Delivery Services we
accept for step by step instructions.
Best way to deliver and always have**

closed captioning on your commercials.

***FTP in house delivery – (for direct clients only) Use Filezilla Browser Only**

Protocol: SFTP - SSH File Transfer Protocol

ftp site: ftp.twn.ca

Username: outsideagency

Password: uploadtotwn!

Destination folder: we could set up a specific folder for the client

*** User name and password are case sensitive.**

**** Please note – If a spot is sent directly to our FTP site, please notify us at: twnadopsrequests@pelmorex.com when it has been uploaded.**

Please contact us and we will send you the document on how to transfer files using FileZilla with a Secure Connection. We do not receive notification when a new spot arrives on the FTP site.

For more information on our capabilities, please contact your Client Partner.