



NFL NETWORK - TRAFFIC REQUIREMENTS (And SUNDAY TICKET)

ALL AIR TAPES SHOULD BE SENT TO:

ENCOMPASS MEDIA SERVICES
3845 PLEASANTDALE ROAD
ATLANTA, GA 30340
ATTN: NFL NETWORK TRAFFIC - ATL

WHEN USING DG FASTCHANNEL: (Encompass Media Services)

FOR SD SPOTS- USE **NFL-CN**
FOR HD SPOTS- USE **NFLHD-CN**

NOTE:

- ◆ **Air tapes should not be packaged with any other Networks at Encompass Media Services. We do not share tapes with any other Network.**
- ◆ Tapes must be in Digi-Beta format and must arrive **no later** than 5 business days **before** first air date.
- ◆ Replacement Tapes: NFL Network Traffic **must** be notified of replacement tapes prior to delivery. We will not replace an ISCI already in-house with a new version unless provided with specific instructions.
- ◆ The NFL Network does not currently support 5.1 surround audio.
- ◆ NFL Network does not require delivery of both SD and HD versions of a spot as long as the HD version meets the below requirements.
- ◆ HD Tapes must conform to the following:
 - 4x3 Protect (Due to any down-converting)
 - Tape Format: HDCAM or DVC Pro
 - Audio – Stereo (channels 1 &2)
 - 1080i – 59.94
 - Slates must be on all tapes (ISCI, Title, and Length)

SPOT CLEARANCE: PLEASE SEND SPOTS THROUGH **DELUXE MEDIAVU OR **EMAIL****

- 1) MEDIAVU – Contact Rich Ramirez with any questions regarding MediaVu - richard.ramirez@bydeluxe.com or 212.444.5666
- 2) EMAIL – Kerry.Worzel@NFL.com
- 3) We NO LONGER ACCEPT DVD OR VHS COPIES

TRAFFIC INSTRUCTIONS SHOULD BE SENT TO:

KELLY WEBSTER

PH: 856.222.4370

FAX: **856.222.3474** (or 800.310.0755 as backup)

EMAIL: NFL.NETWORK.TRAFFIC@NFL.COM

*Traffic Instructions must arrive **no later** than 5 business days **before** first air date.

BILLBOARD REQUIREMENTS:

- All billboard materials must arrive **no later than** 10 business days before first airdate.
- If requesting a mock-up of the final billboard product, we require at least 10 business days notice for this request.
- Our voiceover talent is female. Any requests for a male voiceover need to be coordinated through our Sales Department.

GUIDELINES FOR GRAPHICS:

Static logos: Prefer EPS

Animated logos:

- Quicktime files are preferred over tape. Should have embedded alpha channel if product design is intended to key over picture.
- May drop file to FTP server, rather than ship tapes.
- HDCam and Digibeta are accepted (no BetaSP please). Please deliver to the Mt. Laurel, NJ address below.
- Accepted with accompanying Hi-con or Matte. All logos will be keyed and need to have a corresponding Hi-con. The Hi-con (high contrast matte) should have a white foreground over a black background and should be in perfect registration to the logo.

Sound Effects: must be notified of any audio or sound fx that are part of the product design, that need to be incorporated. We will make every attempt to include accompanying sound effects but this cannot be guaranteed.

Size: To produce the highest quality billboard for your client, all logos should be proper television aspect.

- 720 pixels width by 486 pixels height
- HD Standard is 1920 x 1080i 29.97 frames/second
- This will enable us to shrink it rather than enlarge it and maintain the highest quality resolution for your logo.

Billboard Delivery

Questions and Files should be e-mailed to KELLY.WEBSTER@NFL.COM

(Attn: Kelly Webster 856-222-4370)

Please ship to:

Kelly Webster

NFL Network

1 NFL Plaza

Mt Laurel, New Jersey 08054