

# International Traffic Guide-Middle East

## IMPORTANT! Please Read!

Notice must be given to the addressee or your sales contact, if you intend to send a consignment to any of the offices below. If no notice is given, for security reasons we reserve the right to return any consignments to sender, without prior warning.

### **Sending material electronically**

**International Sales Operations can receive spots electronically, and it is our preferred method of receiving commercials.**

If you wish to use this method, please contact Jeff Kubach at [jeff.kubach@turner.com](mailto:jeff.kubach@turner.com). We will provide your organization with access to a free web application used to upload your commercial file(s).

### File type

Please upload your spot as a Quicktime (.mov) file with one of the following codecs: Apple Pro Res 422 (preferred), Apple Pro Res 444, XDCAM HD422, IMX 525, or uncompressed video. **Please do NOT send Windows based files such as .avi, Windows Media, image sequence files, or MPEG2.**

### HD aspect ratio

We accept High Definition files with any of these frame aspect ratios: 1920 X 1080 (preferred), 1440 X 1080, 1280 X 720. We will air all HD files as 1920 X 1080 for full frame playout on the HD feed. For the SD feed, the down converted HD commercials will always appear as "letterboxed" (black bars at the top and bottom of the SD screen). We do not "center cut" the image.

### SD aspect ratio

While HD is preferred, we can also accept Standard Definition files with either of these frame aspect ratios: 720 X 576 or 720 X 486. If a viewer is watching the HD feed, then the SD commercials will appear as "pillarboxed" (black bars on the left and right edges of the HD screen)

### Frame rate

The following frames per second can be accepted: 24, 25, 29.97, and 30.

### Audio (this paragraph also applies to physical tape delivery)

Audio may be encoded in any major format and should be a full mix across two channels. The final on-air playout will be a full mono mix: both channels identical. The commercial message must be in English unless it is airing on our Spanish language feeds. Portuguese is acceptable on CNNI Latin America feed for local cable breaks. Audio levels should be: on an analog meter, average -3 VU and peaking at +1 or +2 VU. On a digital meter this would be averaging around -21 dB and peaking at -17 dB.

### Necessary elements (this paragraph also applies to physical tape delivery)

The video file should contain these elements in this order: **1.** 20 seconds of color bars and tone. **2.** Slate (page of text with the advertiser, commercial title, ISCI/clock number, duration, and product) lasting 5-10 seconds; **3.** A few seconds of black between slate and commercial; **4.** The commercial itself; **5.** Ten seconds of black after the commercial. Regarding the commercial itself, the duration *must* be divisible by five seconds **to the exact frame** (i.e. 30 seconds or 35 seconds but NOT 31 seconds).

### Primary Contact

Jeff Kubach  
Tel: +1 404 827 5290  
Email: [jeff.kubach@turner.com](mailto:jeff.kubach@turner.com)

### Secondary Contact

Jamal Williams  
Tel : +1 404 878 5475  
Email : [jamal.williams@turner.com](mailto:jamal.williams@turner.com)

NOTE: The delivery deadline and disposition procedure are the same for electronic files as they are for physical tapes. See Deadlines and Disposition on page 2 for further details.

### **Sending material via courier**

**If you prefer to send a physical tape instead of an electronic file, you can mail it to our CNN London or Abu Dhabi Office. Note that if you wish to send an HD tape, then it must be sent directly to Atlanta. See page 2 for details.**

These are the SD tape formats that the London and Abu Dhabi Offices can process: Digital Betacam ("digi beta"), Beta SP or Beta SX. All video on the tape needs to be in PAL (25 frames per second). Tapes should include the "Necessary elements" listed above. Audio requirements are listed above as well.

### Sales Operations contact

Chris McIntyre  
Intl Sales Operations  
Turner Broadcasting  
16 Great Marlborough Street  
London W1F 7HS

### Ad Sales contact- Abu Dhabi

Anais Abram  
CNN Abu Dhabi, CNN Ad Sales  
c/o TwoFour54  
Building 3, Suite 500  
Salam Street

### Ad Sales Contact- London

Victoria Acuta  
CNNI Ad Sales  
Turner Broadcasting  
16 Great Marlborough Street  
London W1F 7HS



United Kingdom  
Tel: 44 (0) 207 693 0924 or 0923  
Email: [Chris.mcintyre@turner.com](mailto:Chris.mcintyre@turner.com)

Abu Dhabi P.O. Box 77753, UAE  
Tel: +971 (2) 401 9715  
Email: [anais.abram@turner.com](mailto:anais.abram@turner.com)

United Kingdom  
Tel: 44 (0) 207 693 1438  
Email: [victoria.acuta@turner.com](mailto:victoria.acuta@turner.com)

**If it is necessary to send physical tapes directly to the CNN Atlanta office (if it is an HD tape):**

These are the tape formats accepted in Atlanta: HDCAM, HDCAM SR, Digi Beta or Beta SP (not recommended, as this format is lower quality than the others). All tapes mailed to Atlanta need to be in NTSC (29.97 frames per second). Please supply two copies if you are using Beta SP. No compilation/"multi" reels accepted.

**Tapes mailed to Atlanta should be addressed to:**

Attn: Jeff Kubach  
International Sales Operations  
1 CNN Centre,  
9<sup>th</sup> Floor/South Tower, Loading Dock #5  
Atlanta, GA 30303 USA

**Billboard Materials/Sponsorship Credits**

**These materials and their instructions may be mailed to the below address or emailed to: [jamal.williams@turner.com](mailto:jamal.williams@turner.com)**

International Sales Operations  
1 CNN Centre,  
9<sup>th</sup> Floor/South Tower,  
Atlanta, GA 30303 USA

**Primary contact**

Jamal Williams  
Tel: +1 404 878 5475  
Fax: +1 404 827 5448  
E-mail: [jamal.williams@turner.com](mailto:jamal.williams@turner.com)

**Secondary contact**

Jeff Kubach  
Tel: +1 404 827 5290  
Fax: +1 404 827 5448  
E-mail: [jeff.kubach@turner.com](mailto:jeff.kubach@turner.com)

**IBM (PC) compatible EPS or JPEG.** Should be clean logo. Please provide :05 agency script tagline. Complete billboard will consist of :05 programme text plus :05 agency script, totalling :10. If providing moving billboard/sponsorship credits (see requirements for commercial tape format), it must be ready to air, and HD is preferable. You may send video, but the billboard cannot be edited or cut directly from commercial spots. Creative must be exactly 10 seconds with no voice-over.

**Traffic/Copy Instructions**

All instructions should be written in English and specify the following: Network, Advertiser, Product, Title, Clock Number or ISCI Code, Length, Flight dates. Instructions should be sent to your local sales contacts. **Email or fax instructions.** When faxing, please follow up with a phone call to ensure receipt. No verbal instructions accepted.

**Deadlines**

**Commercial Tapes and Copy Instructions:**

Must be in **Atlanta** 5 business days in advance of the first airdate. Tapes must arrive during working days. Once received in Atlanta, tapes will be reviewed for quality and content.

**Billboard Materials / Sponsorship Credits:**

Must be in **Atlanta** 7 business days in advance of first airdate.

**Disposition**

After commercial or billboard material is received in Atlanta, it is held in our local archive. For security and storage needs, all archived materials are destroyed 90 days after the last airdate of the creative, unless otherwise instructed.

**Advertising on CNN International**

All advertising / billboards / sponsorship credits must comply with all applicable legislation and regulations, including the rules of Ofcom and the Independent Television Commission (ITC) for tapes airing in Europe. Turner reserves the right to reject any copy that does not comply.

The broadcast of all advertisements / billboards / sponsorship credits on CNN International is subject to Turner's standards and practices regarding the acceptability of advertising. Questions concerning acceptability of content should be directed to:

**Kathy Christianson**  
Commercial Clearance Department  
1 CNN Centre  
Atlanta, GA 30303, USA  
Tel: +1 404 827 5393  
Fax: +1 404 878 0466  
Email: [kathy.christianson@turner.com](mailto:kathy.christianson@turner.com)

**Elizabeth Garcia**  
Commercial Clearance Department  
1 CNN Centre  
Atlanta, GA 30303, USA  
Tel: +1 404 827 3735  
Fax: +1 404 878 0466  
Email: [elizabeth.garcia@turner.com](mailto:elizabeth.garcia@turner.com)