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## STANDARD BROADCAST OPPORTUNITIES:

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

## DELIVERY SPECS – HD FILE FORMAT DELIVERY

**HD Requirements: 1920x 1080i @ 29.97 fps**

**Video Wrapper: MXF, LXF, MPG**

(We do not accept “.MOV” files due to our closed captioning requirements).

Compression codec:

1. XDCAM HD 4:2:2 (35 & 50 Mb/s) using either an MXF or LXF Wrapper \*\*\*\*  
Preferred delivery format
2. MPEG-2 I-frame:
  - 4:2:0 (50, 80 & 100 Mb/s)
  - 4:2:2 (50, 80, 100, 120 & 150 Mb/s)
3. MPEG-2 long-GOP
  - 4:2:0 (50, 60, 70 & 80 Mb/s)
  - 4:2:2 (50, 70 & 80 Mb/s)

## Audio Formats

1. PCM Stereo on channels 1 & 2 (No Dolby E or AC-3 accepted) (no surround sound can be broadcast - only stereo)
2. Sampling rate: 48 KHz
3. Quantization :16 or 24 bit PCM
4. Loudness: -24 LKFS as per ITU-R BS1770

**\*All HD Commercials must have lines 608/708 Closed Captioned.\***

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## DELIVERY SPECS – SD FILE FORMAT DELIVERY

**SD Requirements: 720 x 512i @ 29.97 fps**

**Video Wrapper: .MPG** (We do not accept “.MOV” files due to our closed captioning requirements).

Compression codec:

1. MPEG-2 4:2:2 (26, 50 Mb/s)
2. IMX – (30, 50 Mbps)

### **Audio Formats**

1. PCM Stereo on channels 1 & 2 (No Dolby E or AC-3 accepted) (no surround sound can be broadcast - only stereo)
2. Sampling rate: 48 KHz
3. Quantization: 16 or 24 bit PCM
4. Bit rate: 384 Kb/s
5. Loudness: -24 LKFS as per ITU-R BS1770

**\*All SD Commercials must have lines 21/608 Closed Captioned.\***

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## TRAFFIC INSTRUCTIONS

Send your traffic instructions or any inquiries to:

**The Weather Network** = [twnadopsrequests@pelmorex.com](mailto:twnadopsrequests@pelmorex.com)

**MétéoMédia** = [mmadopsrequests@pelmorex.com](mailto:mmadopsrequests@pelmorex.com)

Commercial and copy instructions must be received by **10:30 am** on the business day before the broadcast date.

**\*\*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 Digital Services we accept:



<https://lamajeure.com/uploads/>

Lamajeure

Cynthia Littler

Director of Business Development

1-416-876-0872

Toronto | Montreal

New to electronic services, contact the above for step by step. Best way to deliver and always have CC on your spots.

### UPLOAD

For large files that cannot be sent via e-mail, use WeTransfer, Google Drive or Dropbox. Upon successful upload of all files, please connect with your Client Partner or Pelmorex contact to confirm they have received your files.

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