
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.

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.

TRAFFIC INSTRUCTIONS

Send your traffic instructions or any inquiries to:

The Weather Network = twnadopsrequests@pelmorex.com

MétéoMédia = 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/>



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.

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