
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)

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.

BROADCAST COMMERCIAL SPECS

****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.

***FTP in house delivery – (for direct clients ONLY) Use Filezilla browser only**

ftp site: ftp.twn.ca

Username: outsideagency

Password: uploadtotwn!

Destination folder: /Agencies

*** 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.**

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