



SPORTSNET AND SPECIALTY COMMERCIAL GUIDELINES

Material and Instructions for all **Sportsnet Networks** and our companion channels: **Sportsnet Flames, Sportsnet Oilers, Sportsnet Senators, and Sportsnet Vancouver Hockey** are trafficked from one central location.

Media formats **Beta SP, DigiBeta, XDCAM and HDCAM (not SR)** can be sent to:

Commercial Library, Attn: Betty Trinh
Sportsnet
1 Mount Pleasant Road, 3rd Floor
Toronto, Ontario
M4Y 3A1

Sportsnet also accepts both SD and HD material via electronic feeds via:

www.mijonet.com; **station code: Sportsnet**

www.extremereach.com; **station code: Rogers SportsNet (CAN)**

www.fastchannelcanada.com; **station code: CSP-CN**

**** Registration is required in order to use the delivery service. Please contact them directly to subscribe.**

Traffic Instructions can be sent to: Traffic@Sportsnet.Rogers.com

Technical Specifications: 1080i 29.97 fps, 16:9, **4x3 centre cut safe**

Channel Assignments:

Channel 1-Left or Lt Channel 5-Left Surround or Mute

Channel 2-Right or Rt Channel 6-Right Surround or Mute

Channel 3-Center or Mute Channel 7-Lt or Mute

Channel 4-LFE or Mute Channel 8-Rt or Mute



Instructions for OLN, G4, BIO and FX can be directed to traffic@sportsnet.rogers.com

OLN and FX accepts HD and SD material. G4 and BIO accepts **SD** material only.

Media formats **Beta SP, Digital Beta and HDCAM (for OLN only)** sent to:

Attn: Traffic
545 Lakeshore Blvd W
Toronto, ON M5V 1A3

Or sent electronically via:

www.mijonet.com; **station code: OMNI**

www.extremereach.com; **station code: Rogers Toronto Hub**

www.fastchannelcanada.com; **station code: CFMT**

**** Registration is required in order to use the delivery service. Please contact them directly to subscribe.**

Additional notes for all Rogers Sportsnet and Specialty stations:

*** Telecaster Approvals are required for all spots prior to air. Please visit www.TVB.ca for further information.**

**** Traffic instructions are required in house 5 working days prior, and material 3 working days prior to first air date.**

***** Rogers Media Traffic does not accept commercial material via FTP.**

****** Client-supplied material must be delivered to the Broadcast Hub(s) corresponding to the station(s) booked.**

******* We are unable to return dubs unless arrangements have been coordinated prior to campaign start date.**

******* Commercial material is discarded 3 months after last campaign air date.**

For further information, please contact:

Betty Trinh
Traffic Supervisor
416-764-6459
Betty.Trinh@Sportsnet.Rogers.com