



GETTING A TV COMMERCIAL TO AIR

Just what is involved in getting TV ads to air? And in these days of electronic speed, doesn't it just take seconds to move things around?

Well, not quite.

Can't you just make a quick call to the TV stations to change the ad for tonight?

It's not quite that simple. See the following to know what needs to happen in order to make changes.



HERE ARE SOME COMMON QUESTIONS AND SOME SIMPLE ANSWERS THAT INDICATE TIME IS NEEDED TO DO THINGS RIGHT.

The deadline is five working days for the drop-dead date. In exceptional circumstances, 2 working days' notice is the minimum requirement for any changes to an existing campaign or to accommodate a new campaign, if commercial material is on hand at the broadcast location



So, why is the deadline 5 working days?

If I get the master to the distribution house on Friday morning, can we still make Monday's air date?



Nope. See the previous answer and the rest of this resource for the reasons why.

Most TV stations now accept electronic delivery of commercials through various channels, such as MIJO, Fast Channel, and Extreme Reach. Some stations accept satellite feeds. However, receiving spots by the end of day does not mean going to air the next day. See previous questions.



Can we deliver commercials electronically to TV stations before the end of the day?



WHY YOU SHOULD READ THIS...

We all know that having a piece of creative finished and delivered to the TV stations doesn't mean the commercial just magically makes it to the air. There are still several steps that each ad must go through at the station level, all of which takes time. And that's assuming all information has been correctly supplied.

If the ad later needs to be pulled or changed for whatever reason, even more steps are required to make sure your client's ad is broadcast the way it was intended.

We've put together this simple, straightforward resource to briefly outline what's involved in getting a commercial to air, how much time various steps can take, and how we can all positively affect the flow of work simply by being better informed.





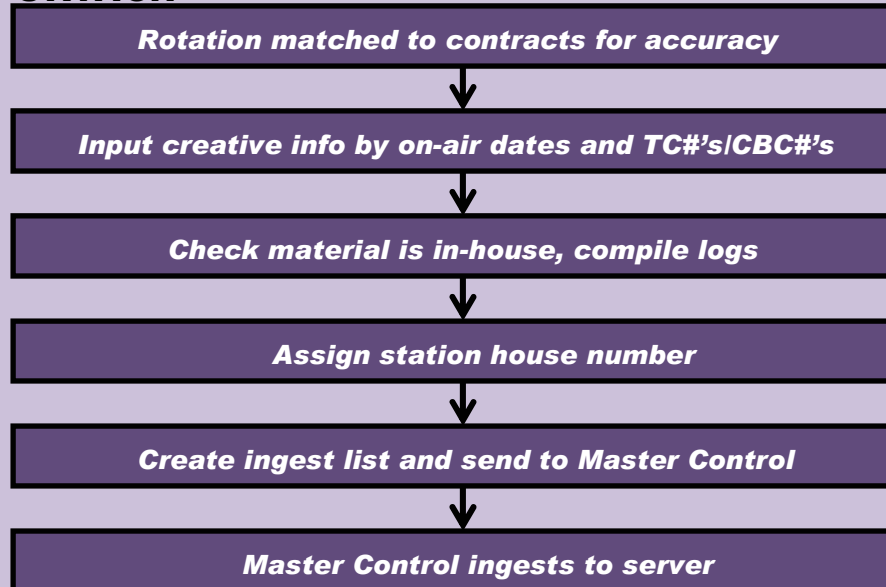
THE TRAFFIC PROCESS

AGENCY TRAFFIC

| | |
|-------------------------------------------------------------------------------|------------------------------------|
| Rotation schedules from media | 1-7 days |
| Codesheets compiled and emailed/faxed with media schedules to stations | 1-5 hours |
| Distribution order compiled, sent to distribution house | 5 working days prior to air |
| Creative delivered to TV stations | 5 working days prior to air |

* **Absolute min. 48 hours prior to air**

STATION



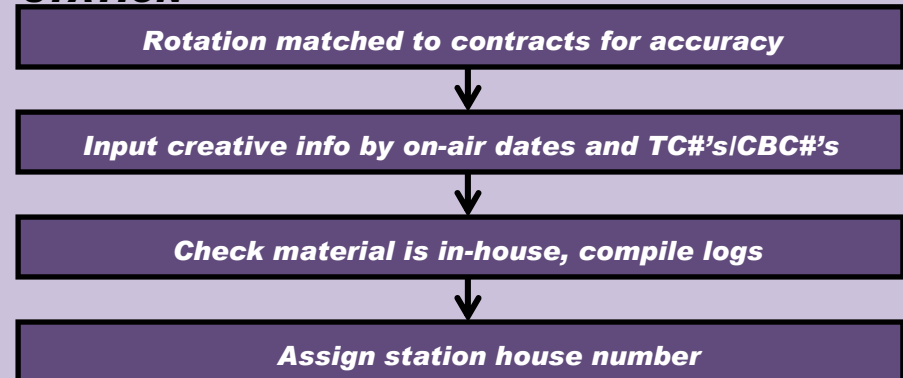
WHEN THERE ARE CHANGES

Whether changes are needed due to creative, legal, or other reasons, additional traffic process and time is required.

AGENCY TRAFFIC

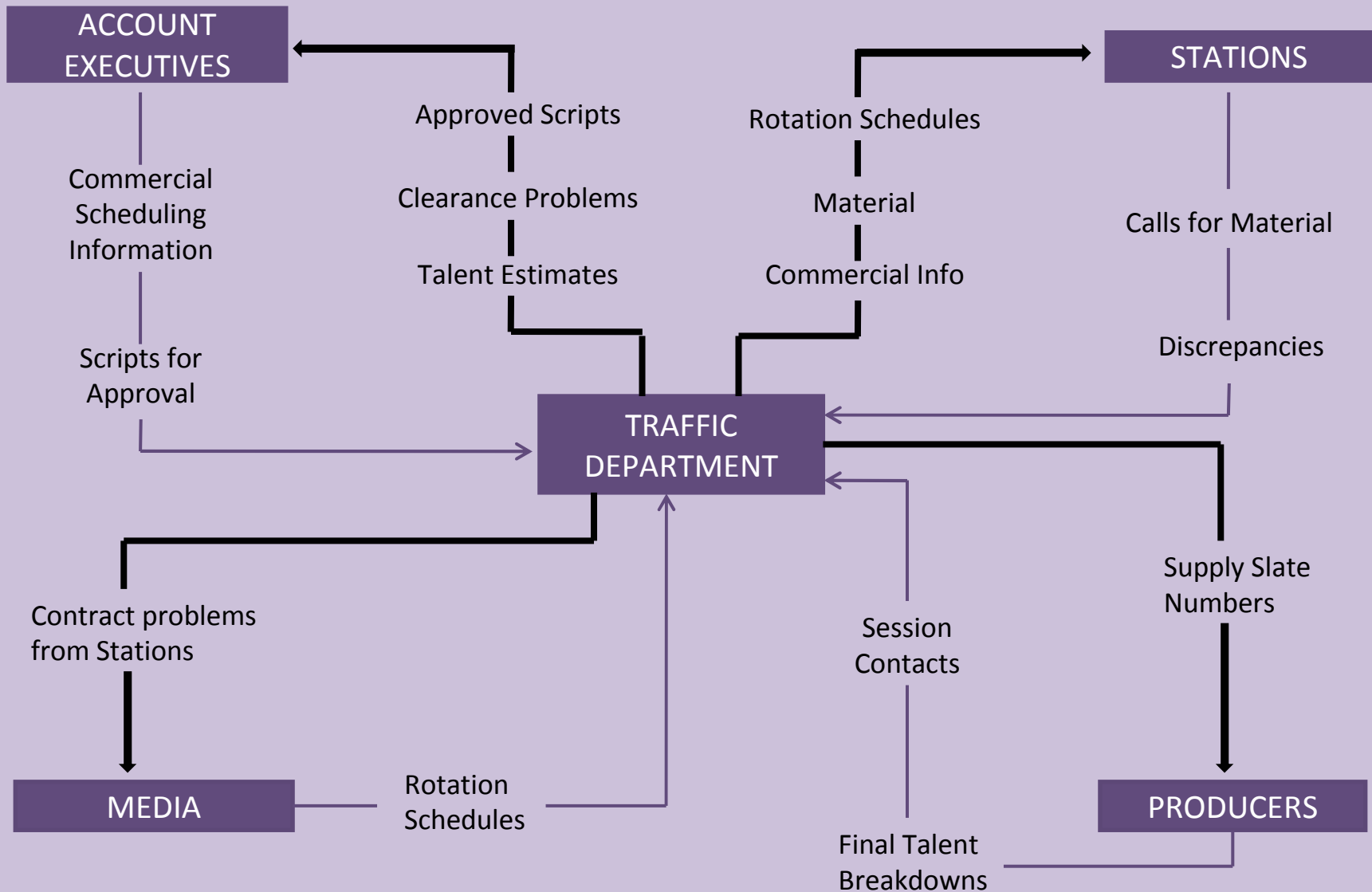
| | |
|-----------------------------------------------------------------------|----------------------------|
| Client advised Account Exec. To pull creative from air | Up to 24 hours |
| Account Exec. Advises Agency Traffic to pull creative from air | Up to 24 hours |
| Agency Traffic advises station | 1-5 hours per brand |

STATION





TRAFFIC PROCESS DIAGRAM





CHANGES REQUESTED BY AGENCIES/ADVERTISERS

Broadcasters are often asked by an agency/advertiser to remove one or more of their commercials from air. A broadcaster will not agree to withdraw a commercial on less than 48 hours notice (“Short Notice”) other than in very limited and exceptional circumstances.

They are:

Talent Cycles

Instructions on talent cycles must be provided by the advertiser or agency if designated to ensure proper airing of the commercials, or the commercial may be removed from air. At the end of the talent cycle, the advertising agency should request stations to purge/destroy creative.

In the event that a talent dies while the commercial is on air, it is at the discretion of the estate of the deceased and the agency/advertiser as to whether the spot will be removed.

Copyright

The advertiser or agency if designated is responsible to ensure all details are properly documented, such as talent cycle, contracts for footage, music, etc. The commercial may be ordered removed from the air if any of these have been omitted.

Out of Product

If an advertiser runs out of the product being advertised, it is the advertiser’s responsibility to replace the commercial.

Price Changes

A commercial can be replaced if the price changes.

No request to withdraw a commercial, made on Short Notice, will be considered by a broadcaster unless the request is in writing and explains in clear detail, to the satisfaction of the broadcaster, exactly how the request fits the exceptional circumstances described above.

All other requests to withdraw a commercial will be satisfied by the broadcaster within five business days after the request is received. 48 hours minimum.

When any change is requested, for any reason, the agency/advertiser is responsible to supply either a new replacement commercial or instruct the broadcaster to replace it with another current commercial the broadcaster has on hand. If there is no replacement commercial available on hand, then a PSA or station promotion will run in that spot and the agency/advertiser will be billed as if their commercial was actually broadcast. And remember, the replacement commercials must be received no later than five working days prior to air date in order to guarantee proper airing. 48 hours minimum.

***The ICA Traffic
Committee worked
along with industry
representation to
develop this resource.
Thank you to all the
companies and people
involved.***

ICA MEMBERS

- **BBDO**
- **Bensimon Byrne**
- **Cossette**
- **DDB Canada**
- **JWT Canada**
- **kbs+p**
- **Leo Burnett**
- **MacLaren McCann**
- **Mediacom**
- **Mediavest**
- **Omnicom**
- **PHD**
- **Saatchi & Saatchi**
- **TAXI**
- **Wasserman + Partners**
- **Zenithoptimedia**

COMPANY REPRESENTATIVES

- **CBC**
- **Bell Media**
- **Shaw Media**
- **Rogers Media**
- **Television Bureau of Canada**
- **Advertising Standards Canada**



FOR MORE INFORMATION

Advertising Standards Canada (ASC)

ASC Clearance Services

ASC is the independent advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. Through ASC Clearance Services, ASC reviews advertising to facilitate compliance with specific laws and regulations in five regulated categories – alcoholic beverages, children's, consumer drugs (including non-prescription drugs, natural health products, prescription drugs, clinical trial recruitment), cosmetics, and food and non-alcoholic beverages. Approved advertising copy is assigned an ASC Clearance number that signifies to the broadcaster that the copy has been approved by ASC.

For information, contact: ASC Clearance Services: (416) 961-6311 or visit the web site at www.adstandards.com

CBC

CBC Advertising Standards is the approval body for all CBC owned and operated stations, and their destination for all broadcast material. Once the final creative is approved, it is assigned a CBC number. This number signifies to stations that any and all additional clearances have been obtained, and that it adheres to CBC's Advertising Standard's policies. Once approved, broadcast material is passed along to Traffic.

For information, contact: English Clearance Division (416) 205-7344 OR French: (514) 597-4244/4249

Institute of Communication Agencies (ICA)

The Institute of Communication Agencies, founded in 1905, represents Canada's communications and advertising agencies. ICA's member agencies and subsidiaries account for over 75% of all national advertising in Canada. ICA promotes higher standards and best practices, and serves as the largest source of information, advice and training for Canada's communication and advertising industry, whose economic impact is worth \$15 billion annually.

For information, contact: (416) 482-1396

Television Bureau of Canada

Telecaster Services (416) 923-8813

The Television Bureau of Canada is a resource centre for its members, which includes Canadian television stations, networks, specialty services and their sales representatives. TVB markets the values, benefits and effectiveness of television as an advertising medium collectively to advertisers and agencies.

Telecaster Services, a division of TVB, clears commercials, infomercials and public service announcements on behalf of its members using member approved guidelines. Once the final creative is approved, it is issued a Telecaster number. This number signifies to stations that any and all additional clearances have been obtained, and that it adheres to the Telecaster guidelines.

All submissions must be made through the Telecaster online system at www.tvb.caltelecaster.

For more information, contact Telecaster Services or visit the website at www.tvb.ca.