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COMMERCIAL REQUIREMENTS & INFORMATION

AD-ID SYSTEM

Agencies are encouraged to utilize the Ad-ID numbering system for all commercials. This is the industry standard Ad-ID coded system adopted by the 4 A’s.

Please contact Ad-ID, LLC as follows:

Ad-ID, LLC
11020 David Taylor Drive
Suite 305
Charlotte, NC 28262
(704) 501-4410
cs@ad-id.org

Standard Definition Ad-ID codes cannot end with the letter “H”. This is reserved for High Definition commercials ONLY.

Example: IJKJo07H – This is not acceptable in Standard Definition.

For those clients not currently using the AD-ID system, please be mindful of ABC commercial code character limits. SD maximum of 12 and HD maximum of 13.

COMMERCIALS FOR BROADCAST

The following requirements apply to all ABC programs.

Please submit all commercials via electronic delivery to our New York location only. Commercials are due no later than the 5th business day prior to air date.

All commercials must be slated with an Ad-ID, length, client & product name.

It is required that all HD (16x9) commercial material be delivered in “4x3 safe”. All video and graphics must be produced with center cut protection (4x3 safe mode).

ABC NO LONGER REQUIRES THE DELIVERY OF A SEPARATE SD COMMERCIAL VERSION IF DELIVERING A COMMERCIAL IN HD.

If both an SD & HD version of the same commercial exists, the SD Ad-ID & the HD Ad-ID must be the same exact Ad-ID, but the HD Ad-ID must have an “H” at the end of the Ad-ID.

HD COMMERCIALS

Please refer to the ABC HDTV Technical Specifications manual for complete details.

ABC HD Tech Specs

SD COMMERCIALS

Please refer to the ABC SDTV Technical Specifications manual for complete details.

ABC SD Tech Specs
COMMERCIAL VENDORS USED FOR DELIVERY

ABC accepts commercials, SD & HD, via electronic delivery from vendors who have completed the necessary testing requirements. Please use the following Vendors:

**ExtremeReach**
Phone: 877.769.9382
Web: [www.extremereach.com](http://www.extremereach.com)
Email: support@extremereach.com

**Yangaroo**
Phone: 866.992.9902
Web: [www.yangaroo.com](http://www.yangaroo.com)
Email: adsupport@dmds.com

**adstream**
Phone: 855.797.9276
Web: [www.adstream.com](http://www.adstream.com)
Email: support@adstream.com

**Comcast Ad Delivery**
Phone: 855.858.1942 Opt 1
Web: [www.comcastaddelivery.com](http://www.comcastaddelivery.com)
Email: orders_cad@cable.comcast.com

**On The Spot Media**
Phone: 917.546.9299
Web: [www.onthespotmedia.com](http://www.onthespotmedia.com)
Email: stationservices@onthespotmedia.com

**Syncro Services Digital Media**
Phone: 212.273.0500
Web: [www.syncroservices.com](http://www.syncroservices.com)
Email: csr@syncroservices.com

**Videostream**
Phone: 617.267.7900
Web: [www.evideoexpress.com](http://www.evideoexpress.com)
Email: operations@evideoexpress.com
COMMERCIAL CLEARANCE SUBMISSION POLICY

All commercials intended for air on the ABC Television Network (“The Network”) must be reviewed and approved by the Department of Broadcast Standards and Practices (“BS&P”). Advertisers (or their agencies) should submit to BS&P: storyboards/scripts, rough-cuts and final versions for each commercial intended to air on the Network. These materials should be submitted sufficiently in advance of the intended air date to permit for careful review and revision if warranted. Claim substantiation and related documents should be submitted for all claims and should accompany the initial submission of proposed advertising. Final creative should be accurately labeled and fully slated.

The ABC Television Network Advertising Standards & Guidelines are available via the link below:

The link above can also be used to help identify the relevant contact person on the BS&G team handling the campaign in question (based on product category).

For any additional information, please contact:
Chrysse.Spathas@abc.com
Chrysse Spathas, VP – Advertising Standards
ABC, Inc.
77 West 66th Street, 3rd Floor
New York, NY 10023-6298
Phone: 212.456.6395

COMMERCIAL INTEGRATION RATES

The net rates indicated below are applicable to each commercial scheduled regardless of length or location in the program.

- PRIMETIME (7:00PM TO CONCLUSION) $470.00
- WORLD NEWS TONIGHT WITH DAVID MUIR $470.00
- WORLD NEWS SATURDAY/SUNDAY $470.00
- AMERICA THIS MORNING $125.00
- WORLD NEWS NOW (OVERNIGHT) $ 30.00
- ALL OTHER TIME PERIODS AND PROGRAMS $235.00
- DIFFERENT WEST COAST COMMERCIAL $235.00 (WORLD NEWS NOW – $ 30.00 )
ABC SCHEDULING INSTRUCTIONS

DELIVERY REQUIREMENTS
1 set of Agency scheduling instructions are due 5 business days prior to air date. No cover letters please.
All scheduling should be emailed to our Sales Scheduling email box or faxed thru our digital server.

DO NOT SEND TO BOTH PLACES.
Instructions sent through email must be provided as an attachment only.
No download links are accepted by ABC or instructions in the body of the e-mail.
Email – abctv.sales.service.traffic.instruction@abc.com
Digital Server – (917) 441-2648

ABC does not confirm the receipt and/or implementation of original commercial instructions.

SCHEDULING REQUIREMENTS
Instructions should be limited to one program only per page.
Instructions should be issued on a day/date/unit specific basis. Commercial rotations, date ranges and TFN instructions are unacceptable.
Instructions must include contact name, email, and phone number.
More than one telecast date for a given program series may be included on one set of instructions.

PRE SCREENINGS/SCHEDULING REQUESTS
Pre-screenings are scheduled in advance for all series, movies and specials. Please contact the assigned scheduler after receiving the screening report if specific positioning will be required due to problematic content.

All positioning requests are handled on a first come, first served basis. ABC sales scheduling will endeavor to honor all requests, however, final positioning is at Sales Scheduling management’s discretion.

REVISION REQUIREMENTS
Revised instructions must indicate revision number and, by use of asterisks or description, show all items being revised.

All revisions to original traffic instructions must be made by phone and/or email and receive a confirmation directly from the assigned scheduler.

ABC cannot be held responsible for airing an incorrect commercial if the Ad-ID code is verbally communicated to us but not confirmed in writing prior to telecast.

SAP SCHEDULING REQUIREMENTS
The SAP Ad-ID should appear on the traffic schedule for the SAP scheduled broadcast. Please provide the standard information of client, agency contact, airdate, product, length & title.

ALL SAP COMMERCIALS MUST BE IDENTIFIED WITH THE LETTER “S” AT THE END OF THEIR Ad-ID.

COMMERCIAL HOLD OR DELETE REQUIREMENTS
All commercials which remain unscheduled for a period of 60 days will be destroyed unless agencies request in writing that we continue to hold air material. Requests should be emailed to David.Young@disney.com and the subject title should be clearly marked “Hold or Delete Commercials”.

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DISNEY GLOBAL AD OPERATIONS MANAGEMENT

For information regarding ABC TV Network Sales Scheduling and Sponsorships, please contact:

James Maxim – Director  
James.R.Maxim@disney.com (212) 456-6717

David Young – Senior Manager  
David.Young@disney.com (212) 456-6511

Lucas Tursellino – Manager  
Lucas.Tursellino@disney.com (212) 456-6733

Lisa Sabia – Manager  
Lisa.Sabia@disney.com (212) 456-1534

Andrew Drake – Manager  
Andrew.X.Drake@disney.com (212) 456-0603

Stephanie Rubin – Media Screenings Manager  
Stephanie.M.Rubin@disney.com (212) 456-0633

Joseph West – Contracts Specialist  
Joseph.West@disney.com (212) 456-7288

Nick Glantzis – Contracts Specialist  
Nick.Glantzis@disney.com (212) 456-1527

SALES SCHEDULING GENERAL ASSIGNMENTS

Click here for home page for TV Network Sales Scheduling & Operations

DADTV INFORMATION

Click here for home page for TV Network Sales Scheduling & Operations

SECTIONAL ACTIVITY

Sectionals, Black-outs & Cut-ins are ordered through Sectional Sales Operations.  
Please contact:

David Young (212) 456-6511  David.Young@disney.com
Lucas Tursellino (212) 456-6733  Lucas.Tursellino@disney.com

Below are guidelines, order forms, map and markets list:

Sectional Sales Guidelines
Sectional Order Forms
Cut-in / Blackout Order Forms
ABC Affiliate Map
Markets List by Time Zone
Below is a sample scheduling instruction form. Please utilize all necessary spaces.

**ALL TRAFFIC INSTRUCTIONS MUST BE SUBMITTED WITH A FONT SIZE THAT IS CLEAR, LEGIBLE & EASILY READ. PLEASE REFRAIN FROM SMALL FONT SIZES.**

### SAMPLE SCHEDULING INSTRUCTIONS

<table>
<thead>
<tr>
<th>TYPING DATE ___________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT NAME ____________________</td>
</tr>
<tr>
<td>PROGRAM ________________________</td>
</tr>
<tr>
<td>TRAFFICKING AGENCY _____________</td>
</tr>
<tr>
<td>AGENCY OF RECORD ________________</td>
</tr>
<tr>
<td>ISSUED BY ______________ PHONE ______________ EMAIL __________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BILLBOARD ISC</th>
<th>NETWORK</th>
<th>CONTRACT #</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIRDATE</td>
<td>PRODUCT</td>
<td>TITLE</td>
</tr>
</tbody>
</table>

Please fill in all required fields above.

If you are using your own traffic form, please make sure all the above fields are included in your template & that these instructions are clear and easily read. Please do not use small font sizes. **PLEASE MAKE SURE THAT EACH PAGE IS DEDICATED TO ONE PROGRAM ONLY.**

If there is a revision to the original schedule, please place a revision number on the top (upper right), and note on the bottom of this page the reason for the revision.
BILLBOARD REQUIREMENTS

A short slogan or phrase may also be used along with the logo. Product shots are also accepted 1-800 numbers and URL web addresses are permitted on static and animated billboards.

The appearance of a “sale” within the visual will be accepted on a case by case basis.

JPEG or ANIMATED Logo along w/.05 Script must be received no later than 7 working days prior to air and sent via e-mail to each relevant property.

STATIC LOGO/GRAPHIC SPECS

- All static logos need to be JPEG format high resolution (production ready).
- Logo must have an ISCI/Ad-Id assigned.
- Logos need to be 1920 by 1080 pixels.
- The JPEG must be limited to a logo or product name.

EXAMPLES OF APPROVED STATIC LOGOS

Airborne

[Image]

Southpaw

[Image]

All static billboards should be emailed as JPEGS to: Gregory.E.Miceli@disney.com

Any questions, call Greg Miceli (212) 456-4842.

ANIMATED LOGO SPECS

- HD Quicktime format (.mov) via FTP or sent through commercial vendors
- 1980 x 1080 pxl at 29.97 FPS.
- High Resolution Animation Codec
- Length should be :05 seconds and should not include audio on it
- Files sent via FTP link should be preceded with a slate
- An email notification must be sent when the file transfer has been sent to: Gregory.E.Miceli@disney.com.
**BILLBOARD COPY**

Billboard copy on ABC is :05 in length, with the exception of the programs listed below, which are :03 in length.

- Jimmy Kimmel
- World News Tonight
- Nightline
- America This Morning
- This Week

- **For News Programs only**, script is preceded with “Sponsored by... and must start with the product name.
- For all other programming, script is preceded with “Brought to you by...” and must start with the product name.
- Script should not exceed: 05 seconds **TOTAL** (10 to 12 words maximum).
- Copy must have and ISCI/Ad-id assigned and airdates included where applicable.
- With the exception of news programming, copy can include website URLs.
- Claims included must be substantiated

Please submit announcer copy for both approval and telecast at least **7 days** prior to air to:

[ABCTV.Acquisition.Ingest.Billboards@email.disney.com](mailto:ABCTV.Acquisition.Ingest.Billboards@email.disney.com)