



**ABC TELEVISION NETWORK**  
**COMMERCIAL INTEGRATION & SALES SCHEDULING**  
**GUIDELINES**

**October 2019**

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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](mailto:cs@ad-id.org)

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

**Example:** IJKJoo7H ~ 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 5<sup>th</sup> 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 COMERCIALS**

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:



Phone: 877.769.9382

Web: [www.extremereach.com](http://www.extremereach.com)

Email: [support@extremereach.com](mailto:support@extremereach.com)



Phone: 866.992.9902

Web: [www.yangaroo.com](http://www.yangaroo.com)

Email: [adsupport@dmds.com](mailto:adsupport@dmds.com)



Phone: 855.797.9276

Web: [www.adstream.com](http://www.adstream.com)

Email: [support@adstream.com](mailto:support@adstream.com)



Phone: 855.858.1942 Opt 1

Web: [www.comcastaddelivery.com](http://www.comcastaddelivery.com)

Email: [orders\\_cad@cable.comcast.com](mailto:orders_cad@cable.comcast.com)



Phone: 917.546.9299

Web: [www.onthespotmedia.com](http://www.onthespotmedia.com)

Email: [stationservices@onthespotmedia.com](mailto:stationservices@onthespotmedia.com)



Phone: 212.273.0500

Web: [www.syncroservices.com](http://www.syncroservices.com)

Email: [csr@syncroservices.com](mailto:csr@syncroservices.com)



Phone: 617.267.7900

Web: [www.evideoexpress.com](http://www.evideoexpress.com)

Email: [operations@evideoexpress.com](mailto: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:

<https://abcaccess.com/app/uploads/2019/01/Advertising-Guidelines-2018.pdf>.

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

For any additional information, please contact:

[Chrysse.Spathas@abc.com](mailto:Chrysse.Spathas@abc.com)

Chrysse Spathas, VP – Advertising  
Standards

ABC, Inc.

77 West 66<sup>th</sup> 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](mailto: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](mailto:David.Young@disney.com) and the subject title should be clearly marked **“Hold or Delete Commercials”**.

## **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](mailto:James.R.Maxim@disney.com) (212) 456-6717

**David Young – Senior Manager**

[David.Young@disney.com](mailto:David.Young@disney.com) (212) 456-6511

**Lucas Tursellino – Manager**

[Lucas.Tursellino@disney.com](mailto:Lucas.Tursellino@disney.com) (212) 456-6733

**Lisa Sabia – Manager**

[Lisa.Sabia@disney.com](mailto:Lisa.Sabia@disney.com) (212) 456-1534

**Andrew Drake – Manager**

[Andrew.X.Drake@disney.com](mailto:Andrew.X.Drake@disney.com) (212) 456-0603

**Stephanie Rubin – Media Screenings Manager**

[Stephanie.M.Rubin@disney.com](mailto:Stephanie.M.Rubin@disney.com) (212) 456-0633

**Joseph West – Contracts Specialist**

[Joseph.West@disney.com](mailto:Joseph.West@disney.com) (212) 456-7288

**Nick Glantzis – Contracts Specialist**

[Nick.Glantzis@disney.com](mailto: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](mailto:David.Young@disney.com)

Lucas Tursellino (212) 456-6733 [Lucas.Tursellino@disney.com](mailto: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**

TYPING DATE \_\_\_\_\_

CLIENT NAME \_\_\_\_\_

PROGRAM \_\_\_\_\_ TIME PERIOD \_\_\_\_\_ REVISION # \_\_\_\_\_

TRAFFICKING AGENCY \_\_\_\_\_

AGENCY OF RECORD \_\_\_\_\_

ISSUED BY \_\_\_\_\_ PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

BILLBOARD ISCI NETWORK CONTRACT #

AIRDATE	PRODUCT	TITLE	<b>Ad-ID SD/HD</b>	LENGTH	SLIDE/COPY	PRICE
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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**



All static billboards should be emailed as JPEGs to: [Gregory.E.Miceli@disney.com](mailto: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](mailto: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)