



**Shipping Address:
Instructions:**

Sales Operations Media Center
One CNN Center
9 – South
Atlanta, GA 30303
Loading Dock #5
Attn: Tomieca Faucette
(404) 878-0179 (phone)

Commercial Clearance:

(for script and advocacy approval)
Kathy Christianson
(404) 827-5393 (phone)
Kathy.Christianson@turner.com

Fax Commercial Traffic

CNNi US Network:
Jerry Johnson
CNNtraffic@turner.com
(404) 827-2946 (fax)
(404).827.2558 (phone)

Commercial Delivery Requirements

CNNi US Network broadcasts in HD only. Therefore, it is highly recommended that you provide us with an HD commercial. SD commercials can be accepted, but on a case by case basis only. When sending an HD commercial, there is no need to send an SD version of the same commercial. All SD commercials will be up-converted. The SD will air in “pillarboxed” format (black bars on the left and right edges of the HD screen). The CNNi US network strongly prefers Electronic Delivery of all commercials. Tapes can be accepted, but on a case by case basis only. Vendors for commercial delivery are listed below.

- Electronic delivery vendors: Extreme Reach Support (877-769-9382 opt 1 and **please request to have media sent to destination “CNNi US Direct Response” for acct. ID 5960**), Comcast (855-858-1942), Javelin (877-851-1786) or Yangaroo (855-534-0607).
- Physical delivery: High Definition only (unless only Standard Definition is available).
- Tape/Video Format: House format standard 50 megabit XD Cam. SD - Standard 4x3 or Letter Box 4x3 & Digi Beta. HD - Full 16x9 1080/59.94 & HD Beta Cam and Cam SR.
- Audio Format: Two Channel Mono.
- HD commercials cannot be received with 5.1 Surround Sound.
- 2 Tapes per commercial covers all networks.
- Tapes are held for 60 days after the last airdate and then destroyed unless otherwise notified.
- No multi reeled spots accepted.
- Slates should be provided for all commercials. Slate should include: Ad-ID/ISCI code, length, title, product/brand and CC if applicable.

For confirmation of tape or electronic receipt; Contact Mediacenter.sales@turner.com or (404) 878-0179.

Instruction Requirements

Written instructions must have the following information:

- Date, Network, Advertiser, Product, Flight Dates, Commercial length, Ad-ID/ISCI code, Rotation, Traffic contact name and phone number.
- Copy revisions must be followed up with a phone call from the agency.
- Agency must designate on written traffic instructions if the tapes are to be returned at the end of the schedule.
- Contact Ad-ID Customer Service @ (704) 501-4410 with questions regarding Ad-ID codes.

Deadlines and Policies

- Commercials and written instructions must be received **5 business days before** start of flight.