

## SpotXPress Frequently Asked Questions



Delivering your content to Cox Media is easy with SpotXPress. Use the frequently asked questions in this document to get started. More insights can be found in the "Detailed User Guide" or "SpotXPress for Producers," both available for download at:

<http://spotxpress.coxmedia.com>



# SPOTXPRESS

Easy / Tapeless / Green

<http://spotxpress.coxmedia.com>



- » Superior audio and video quality for short and long form advertising.
- » Quick and easy online uploads eliminate the costs associated with video tapes.
- » Provide your spot to Cox Media with the fastest turnaround time possible.

# WELCOME TO SPOTXPRESS

Start saving your business time and money today.

*What is SpotXPress?* SpotXPress is a free, online media upload system for all Cox Media advertisers. Upload your advertising content through the website and electronically deliver your content to Cox Media, eliminating the need for tapes, courier or mail service. It's a simple way to get your ad on-air with the least amount of processing time.

*How do I get started?* High-speed Internet access and a high-quality electronic version of your commercial are required when using the SpotXPress site. Go to <http://spotxpress.coxmedia.com> and register using a valid email address. It's that easy!

If your content has been delivered to you via FTP site, drop box delivery, or download link, simply download your file, make sure it meets our format and size requirements, and then upload to Cox Media via SpotXPress.

*Where do I go for help?* If you encounter an error when uploading your content, please check the guidelines and specs to ensure you are uploading the correct file format and size. Reboot your computer. Then try to re-upload the content.

Your Cox Media Consultant is available for further assistance. Additional support is provided by our SpotXPress support center,

Available Monday-Friday 8am-12am (Eastern)

Phone: 1-877-298-9840

Email: [coxmedia@videoship.com](mailto:coxmedia@videoship.com)



## THE UPLOAD PROCESS

Uploading video to SpotXPress is as easy as uploading to YouTube, Vimeo, or Facebook.

*How do I register?* Go to <http://spotxpress.coxmedia.com> and register using a valid email address, then watch your inbox for a confirmation notice.

*How do I upload?* Once you sign in, you will be taken directly to the upload page. From there, you will provide content attributes and select the Cox Media distribution site (or sites) to air your content. Then complete all of the required information. "Browse" to attach your content. Then click "Submit" to upload.

*When should I upload?* Please upload your content five days prior to air date and email your Media Consultant with traffic instructions including spot name and rotation preference.

*Can I speed up the upload process?* For fastest uploads, high-speed Internet access such as a cable modem, DSL, or a company LAN connection is required when using SpotXPress.

*How do I know my content was added successfully?* Once uploading begins, you can enter information for additional content, then click "Submit" to add them to the upload queue. You will receive an email confirming that your content was successfully uploaded.

*How is my Media Consultant notified?* To automatically notify your Media Consultant and Sales Services representatives, please include their email on the SpotXPress upload page, in the appropriate field under the "Spot Information" header.

If you did not enter their email addresses, please make sure you forward the email confirmation information to both your Consultant and Support representatives so that they will be notified that your content was uploaded.



## GUIDELINES & SPECIFICATIONS

Additional details for video producer or production companies can be found in the document SpotXPress for Producers, accessible on the SpotXPress website.

*What content is accepted?* Both SD and HD content is accepted in :15, :30, :60 and :120 second spot lengths.

Long Form commercial content (all content longer than :120 seconds) is also accepted, however this must be delivered in **SD only**.

HD commercial content uploaded to SpotXPress will be down-converted to the quality required for a professional SD commercial. If the client has only SD content, curtains will be added to SD content to ensure the commercial maintains a professional appearance on any HD network. The quality will remain SD.

*What file formats are accepted?* Cox Media currently accepts video resolution of 720x480, 1280x720, or 1920x1080. Other resolutions will be rejected. The audio bit depth needs to be 16 bits. The maximum file size is 2GB.

MOV (Quicktime) file container using the H.264 codec is preferred. A comprehensive list of accepted file formats can be found by going to <http://spotxpress.coxmedia.com> and clicking "SpotXPress for Producers"

*What other guidelines should I follow?* 480i & 1080i spots should be interlaced top/upper field first, encoded at a frame rate of 29.97 and should be exactly 900 frames (no more/no less) for :30 second spots.

720p spots should be progressive, encoded at a frame rate of 59.94 and should be exactly 1800 frames (no more/no less) for :30 second spots.

Send only the spot. 'No Color Bars, No Slate, No Black' is not a requirement but is preferred. We ask that if a spot is 'cut to length' that it is +/- 5 frames from its intended length. That may require some black frames.

