







# GUIDELINES & SPECIFICATIONS

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

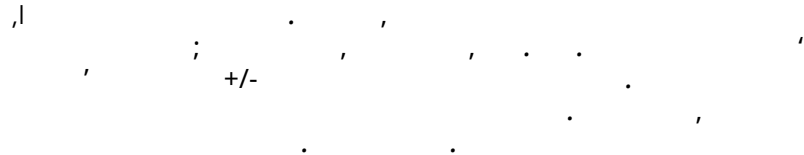
*What content is accepted?* Both SD and HD content is accepted in :15, :30, :60 and :120 second spot lengths.

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.

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.

