



# FOX BROADCASTING

COMMERCIAL  
GUIDELINES

&

PROCEDURES

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## WELCOME TO FOX BROADCASTING

This manual is designed to furnish you with basic information concerning FOX Broadcasting Company's (FOX's) commercial guidelines and procedures. It represents the company's current policies relating to Commercial Administration/Special Services and Operations.

While FOX Sales has offices in New York, Chicago, Detroit and Los Angeles, all Sales Administration functions are handled out of the New York office, with all Commercial Administration and Special Services functions based at our FOX Network Center in Los Angeles, California.

FOX Commercial Administration will handle all commercial material (including videotapes, slides, audio copy, and props) as well as commercial integration of all programs. Additionally, FOX Special Services will handle all advertiser requests for sectionals, cut-ins and blackouts.

FOX Sales Administration in New York should be contacted regarding any requests pertaining to schedule changes (e.g., length changes, date changes, position requests or special billing requests).

Any specific questions concerning invoices or billing should be directed to FOX Finance at: (310)369--3052.

Please note that there are no individual program requirements and the requirements as stated in this manual will, until further notice, apply to all FOX programs.

Any additional information not covered in this manual may be obtained by contacting the following FOX office:

Ian Ayers  
Vice President -- Program and Commercial Services

FOX Broadcasting Company  
10201 West Pico Boulevard  
FNC/101, Room 3375  
Los Angeles, CA 90035--0057

Phone: 310--369--9017

# **FOX BROADCASTING COMMERCIAL REQUIREMENTS**

## **COMMERCIAL SCHEDULING INSTRUCTIONS**

One (1) copy of the agency commercial scheduling instructions should be submitted five (5) days in advance of air date. Any form similar to that suggested by the 4A's is highly recommended. Instructions should be limited to **one program only per page**. See sample on page 8.

Instructions should be issued on a day/date/unit specific basis. Commercial rotations, date ranges and TFN instructions are unacceptable.

More than one telecast date for a given program series may be included on one schedule, however, please limit to **one month per page**.

Revised instructions must indicate revision number and, by use of asterisks or description, show all items being revised. Any revisions made within five (5) working days of the scheduled telecast date **must be made by phone** and confirmed in writing prior to telecast.

FOX will not be responsible for incorrect airing of commercials based purely on verbal instructions. **ALL** Instructions must be confirmed in writing prior to air.

**When faxing, please indicate number of pages being faxed. FOX also accepts instructions via e-mail : (FOX\_CI\_FBC@fox.com) [FOX\\_CI\\_FBC@fox.com](mailto:FOX_CI_FBC@fox.com)**

**If using this method please make sure instructions are sent as an attachment rather than in the body of an email.**

Receipt of commercials by FOX, together with shipping invoices or allied papers issued by commercial production houses, is not considered as schedule information and will not be honored as such.

## **COMMERCIAL SCHEDULING COORDINATORS**

Commercial scheduling, regardless of daypart, is handled by a specific coordinator assigned to each advertiser. You may contact George Handy, Director, Commercial Administration, at: (310)369--9019, or george.handy@fox.com, if you are unsure of your coordinator assignment.

### Contact if your advertiser begins with A-F:

Amir Scott                      310-369-6798

### Contact if your advertiser begins with G-P:

Cesar Vasquez                310-369-9022

### Contact if your advertiser begins with Q-Z:

Andrew Miloro                310-369-9060

## COMMERCIAL DELIVERY

We accept commercials via electronic delivery (Extreme Reach, Javelin, Comcast, DMDS/Yangaroo) , and OnTheSpot Media. Commercial scheduling instructions should be emailed separately to FOX's Commercial Administration Department (see page 4).

Comcast AdDeliver	855-858-1942	<a href="mailto:AdDelivery_support@cable.comcast.com">AdDelivery_support@cable.comcast.com</a> (adDelivery_support@cable.comcast.com)
DMDS/Yangroo	866-992-9902	<a href="mailto:support@dmds.com">support@dmds.com</a>
Extreme Reach	800-324-5672	<a href="mailto:support@extremereach.com">support@extremereach.com</a>
Javelin	877-851-1786	<a href="mailto:support@javelindelivers.com">support@javelindelivers.com</a>
	866-437-2583	
On The Spot Media	855-855-6876	<a href="mailto:stationservices@onthespotmedia.com">stationservices@onthespotmedia.com</a>

**If needed**, two (2) copies of each commercial must be delivered at least five (5) working days in advance of scheduled air date. All commercials must be delivered self-contained, single-cut (no multi-cuts accepted). Commercials should be delivered on Digi-Beta, D5.

The following information must appear on the spine of the box containing the commercial:

- Client Name
- Product
- Ad-ID
- Length
- Title

Please indicate whether the material is Closed Captioned and have a complete, accurate indication of the audio track assignments and audio format. Tapes with 5.1 audio shall indicate the Dial-Norm value on the label.

Slates must match spine labels. Tapes received without proper spine label information will be rejected and returned for correction.

In the case of replacement tapes sent to correct technical problems or captioning, the word "**replacement**" must be prominently displayed on the label, or it will be assumed that they are duplicate copies of existing commercials and they will be destroyed.

## HD Commercial Delivery

Currently Fox Broadcasting will accept **only** HD commercials for all day parts.

For our scheduling purposes, all HD commercials must have the exact same Ad-ID with an added "H" at the end of the Ad-ID and this must also be so specified on the traffic instructions. Please note, the "H" will also appear on your invoices.

**Questions regarding HD availability, commercial delivery or scheduling should be directed to Ian Ayers at: 310--369--9017 {ian.ayers@fox.com}.**

All HD commercials must meet Fox's technical specifications, which are located at:

[http://www.fox.com/\\_ugc/pdf/COMSpec\\_2011--2012\\_r1.pdf](http://www.fox.com/_ugc/pdf/COMSpec_2011--2012_r1.pdf)

## **GENERAL**

We require that all commercials be identified, both physically and in commercial schedules, by the industry standard Ad-ID coding system adopted by the 4A's. Ad-ID codes are computer generated through a secure, Web-accessible database, located at [www.ad-id.org](http://www.ad-id.org). ID codes are up to 12 digits in length, four alpha and eight alphanumeric characters. Example: ABCD12340000.

When commercials are delivered to FOX's Commercial Administration Department, agencies should request a receipt showing date and time of arrival.

Commercial and/or product change requests made within less than two (2) working days of the scheduled telecast date may be subject to late fees and must be made by phone and immediately confirmed in writing.

Any changes in product or commercial length are subject to the approval of FOX Sales, New York.

Continuity questions for all FOX programs may be directed to George Handy, Director, Commercial Administration, at: 310-369-9019, or [george.handy@fox.com](mailto:george.handy@fox.com).

## **PRODUCT PROTECTION**

FOX will endeavor to maintain a separation between commercial announcements for competitive products and services, generally placing them in separate commercial breaks. It should be noted, however, that product protection for fifteen (15) second commercials may be limited to separation within the same commercial break.

Secondary Products - Advertisers must be able to provide an alternate commercial if their secondary product conflicts with the primary product of another advertiser in a program. Please refer to our Advertiser Guidelines section, page 23 for more information.

As a standard industry practice, our affiliated stations typically endeavor to provide a reasonable degree of competitive product separation between network and local commercials. However, FOX cannot guarantee that such local competitive separation will occur.

Since FOX makes every effort to eliminate or reduce competitive adjacencies, all product changes shall be subject to approval by the FOX Sales Department.

## **CLOSED CAPTIONING**

FOX requires that all commercials that air on FOX be Captioned.

## **ENCODING COMMERCIALS**

FOX does not allow commercials to be digitally encoded for any reason.

## **PRODUCTION SERVICES**

FOX Commercial Administration does not provide production services such as piggybacking, editing, audio or visual tagging of agency--supplied commercial material.

## **COMMERCIAL RETENTION**

All commercial materials that have not been used for ninety (90) days will be destroyed unless agencies request, in writing, that they be returned. Agencies may also request that FOX extend its retention ("hold") of their commercials if they are likely to be reused in the near future of 90 days).

Requests for the destruction, return or hold of commercial material should be emailed to:

Anita Noravian  
Anita.noravian@fox.com  
Phone: (310)369--9020

## **INTEGRATION / LATE FEES**

### **INTEGRATION FEES**

Currently FOX does not charge for commercial integration services.

### **LATE CHARGES**

As noted previously, all commercial instruction schedules and tapes are to be received by FOX's Commercial Administration Department no later than five (5) working days prior to scheduled broadcast. Any commercials purchased within the week of broadcast are expected to be delivered to FOX within two (2) calendar days of purchase, but in no event later than 2:00 PM Pacific Time, the business day prior to air (i.e., Friday, 2:00 PM Pacific time, for a Saturday/Sunday/Monday air date).

FOX will assess a late handling charge of \$1,000 per insertion when commercial instructions and/or materials are received less than two (2) working days, excluding Saturday and Sunday, of a scheduled telecast date.

**NO commercial changes will be permitted on the actual day of telecast.**

**SAMPLE COMMERCIAL SCHEDULING INSTRUCTIONS**

AGENCY \_\_\_\_\_ NAME: \_\_\_\_\_ REVISION: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, STATE, \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE NUMBER: \_\_\_\_\_

**NETWORK COMMERCIAL SCHEDULE**

PROGRAM: \_\_\_\_\_ DATE ISSUED: \_\_\_\_\_  
NETWORK: \_\_\_\_\_ CLIENT: \_\_\_\_\_  
PERIOD COVERED: \_\_\_\_\_ ISSUED BY: \_\_\_\_\_  
PHONE #: \_\_\_\_\_  
VERSION: \_\_\_\_\_

AIRDATE      PRODUCT      AD--IDCODE#      TITLE      LENGTH

## SPECIAL SERVICES

All orders for the Special Services described below should be received in writing per the deadlines below utilizing the Special Services Request Form on page 13. Affiliate maps are available through FOX. Completed orders should be sent to:

George Handy  
Director, Commercial  
Administration

FOX Broadcasting Company  
10201 West Pico Boulevard  
FNC/101, Room W--1755  
Los Angeles, CA 90035--0057  
Phone: 310--369--9019  
Fax: 310--969--6106

## SECTIONALS

Comments: A Sectional feed occurs when a single advertiser runs separate commercial copy apart from the national copy in various areas of the country. Sectional feed capability varies depending on daypart.

Sectional feeds are generally available in most day parts, but are subject to operational limitations. See pages 11 --12.

Fees: \$1,500 Net per each additional commercial copy.

## REGIONALS

Comments: Regional feeds occur when two (2) or more different advertisers have purchased a portion of a network commercial. Currently FOX has six (6) defined sections (Affiliate maps available on request).

Regional feeds are available in limited dayparts. Please note that Regional spots CANNOT be sectionalized.

Fees: Determined separately for each region by Sales Department.

## CUT--INS

Comments: A cut--in is a request for a local station to substitute a different commercial copy in place of an advertisers national commercial version. Commercial material and instructions should be sent directly to the designated cut--in stations, but must be ordered through FOX Special Services. (Utilizing the Special Services Request Form on page 13)

Cut--ins must be ordered at least five (5) business days prior to air and material must be received by the station at least three (3) business days prior to air.

FOX will furnish commercial positioning and timing information to those stations performing cut--ins. All cut--ins are performed at the ordering agency's risk. If a local cut--in is not performed or is performed improperly, FOX's liability will be limited to non--billing of that specific cut--in charge.

FOX affiliated stations are required to submit Affidavits of Performance for cut--ins ordered by the network.

Fees: Determined per market. Contact George Handy at: (310) 369--9019, or [george.handy@fox.com](mailto:george.handy@fox.com), for rate information.

## BLACKOUTS

Comments: A blackout is ordered when an advertiser wishes to delete a market from their buy. FOX will then irrevocably release the unit to the station for local sale or coverage by a promo or public service announcement. **Therefore, when a blackout is ordered, an advertiser may not withdraw from the program for any reason.**

Blackout orders should be received by FOX seven (7) days prior to scheduled air date. Blackout orders received with less than seven (7) days lead time may result in cut--in fees billable to the agency.

Fees: \$300 Net per commercial spot with the following exception:  
\$400 Net per commercial spot for any order including Anchorage, AK.

**RESTRICTIONS:** Commercial positioning during live events may face restrictions when cut--ins /blackouts are ordered. ***No Special Services during the Super Bowl, NFL Double Headers, NFL Pre--Kick, Post Gun, Post Game or overtime units.***

# Sectional Guidelines

## RESTRICTIONS | GUIDELINES for ALL DAYPARTS

- Any individual "Sectional" copy must apply to at least five (5) markets.
- Sectionals covering less than five (5) markets will be treated as "cut-ins."
- Sectionals are cancelable with one (1) week's notice or more.
- All non-identical sectional maps must be separated by a local commercial break.
- Sectionals have limited availability per program and are sold on a "first come - first served" basis.
- Sectionals may receive an "A" position, except in cases where cut-ins or blackouts are attached to the unit.
- Sectionals must be ordered, and all sectionals materials in-house, no later than 5 days before the scheduled air date.
- There may be days when operational contingencies will limit or preclude sectional activity. Availability will be confirmed when orders are received. ***These days include but are not limited to NFL Doubleheaders and the Super Bowl.***

## PRIME TIME

Normally FOX can accommodate a maximum of two (2) sectional units per half-hour show, three (3) units per hour show, and four (4) units per two-hour show.

Please contact: George Handy, FOX Special Services at: (310)369-9019 or [George.handy@fox.com](mailto:George.handy@fox.com) to confirm specific sectional capabilities.

We will not be offering Regionals or Sectionals during Primetime on Sundays during the NFL season and may restrict copy splits on other dates when necessary operationally.

## **SPORTS NFL REGIONALS | SECTIONALS**

### **PRE--GAMES:**

**In a 30--minute Pre--game:** FOX can normally accommodate up to a 5--way split (five pieces of commercial copy), one time, which must run in breaks 1 - 3.

**In a 60--minute Pre--game:** FOX can normally accommodate up to a 5--way split, one time, in Breaks 1 or 2.

### **NFL GAMES:**

Due to our extensive NFL game schedule and varied operational scenarios, there may be dates during the season where no sectional opportunities are available, ***such as doubleheader dates and the Super Bowl***. NFL sectional availability will be reviewed on a case--by--case basis for each game date.

Generally, FOX can accommodate three (3) unique Sectional maps with a maximum 2--way split (two pieces commercial copy total) in games, with one (1) in each of the first three quarters.

Please contact FOX Special Services at: (310)369--9019 (or [George.handy@fox.com](mailto:George.handy@fox.com)) for specific sectional capabilities and restrictions.

### **PRE--KICK, POST GUN, POST GAME OR OVERTIME UNITS:**

There will be no Regionals or Sectionals in the Pre--Kick, Post Gun, and Post Game Show or for Overtime Units.

## **MLB, NASCAR AND ALL OTHER SPORTING EVENTS**

Call FOX Special Services at: (310)369--9019, for current sectional capabilities.



FOX BROADCASTING COMPANY  
 10201 West Pico Boulevard  
 FOX Network Center, Bldg. 101, 5th Floor  
 Los Angeles, CA 90035

**SPECIAL SERVICES REQUEST FORM**

Phone: 310-369-9018  
 Fax: 310-969-6106

DATE: \_\_\_\_\_ CLIENT: \_\_\_\_\_  
 FROM: \_\_\_\_\_ AGENCY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ BILLING: \_\_\_\_\_  
 FAX: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

REQUEST		TYPE OF ACTIVITY / COST PER UNIT	
ORDER: _____	REVISE: _____	CUT-IN(S) _____ <small>(See Price List)</small>	BLACKOUT(S) _____ <small>(\$300/\$400 net)</small>
CANCEL: _____	QUOTE: _____	SECTIONAL(S) _____	Total Cost: _____

DETAILS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

CALL LETTERS	MARKET	CUT-IN RATE	CALL LETTERS	MARKET	CUT-IN RATE
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

PROGRAM	DATE	NETWORK PRODUCT	SECTIONAL OR CUT-IN PRODUCT	LENGTH	REVISED TO ADD	CANCEL
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

# FBC BILLBOARD DELIVERY SPECS

## **OVERVIEW**

A billboard is an identification of sponsorship, not an advertisement. As such, a billboard may **only** identify the sponsorship agency. A line of factual information regarding the product, organization, or service may be approved on a case by case basis. However, in no case will FBC accept billboards which include 'sell' copy, slogans, telephone numbers, imperatives, hashtags, social media logos or any other advertising device soliciting the viewer. The slide or art card may not contain wording not included in the audio copy (with the exception of web addresses as noted below)

Regarding web site addresses - FBC will accept verbal mention of a web address in the billboard copy if the advertiser's primary business is a web site. Otherwise, web addresses should be limited to the slide or art card.

[Maryana.Derzarlo@fox.com](mailto:Maryana.Derzarlo@fox.com)

Vice President, Comm Clearance

212. 556.8109

## **STATIC REQUIREMENTS**

**EPS** is the preferred file format for all static graphics 2MB max 1920x1280. JPEG files are acceptable if the file is 382KB or higher.

## **ANIMATED REQUIREMENTS**

### **QuickTime delivery:**

- 720p/59.94
- The animation must be clearly labeled with Advertiser, Product name, Length and Ad-ID. Lack of this information may cause delays.
- The animation should run a full 5 seconds and include another 2.5 seconds of freeze frame at the end of the animation.
- There should be no voiceover or music - sound effects are fine.

Frame Size w1280 x h720

Aspect Ratio HD (1280x720)

16x9 DVC PRO HD 720p 60

FPS 59.94

### **MATERIALS SHOULD BE SENT TO:**

Tony Alvarado

Fox Network Center

10201 W. Pico Blvd.

Building 101 /3<sup>rd</sup> Floor W3394 Los Angeles CA.90035

Phone: 310-369-9025 [Tony.Alvarado@fox.com](mailto:Tony.Alvarado@fox.com)

FBC  
STANDARDS  
GUIDELINES

**FOX**

## INTRODUCTION

Fox Broadcasting Company (FBC) sells commercial announcement time for the advertising of goods and services and for institutional advertising.

Advertising is an important element of the information presented to broadcast audiences. FBC recognizes that advertising must be truthful, appropriate and meet all Federal Communications Commission (FCC), Federal Trade Commission (FTC) and legal requirements. Further, advertisers warrant that all commercials submitted to FBC for review and approval are in adherence with any and all applicable regulatory requirements. To that end, these guidelines relating to the acceptability of advertising on FBC have been compiled.

It should be emphasized that the guidelines which follow are intended to provide guidance. They are neither all-inclusive nor exhaustive, and in some instances may be more restrictive than the federal guidelines. Moreover, it is recognized that these guidelines will change over time as the broadcast media, and the society which they serve, continue to evolve. Given that these guidelines are general in nature and may change without notice, they are not intended as a substitute for continuing dialogue with FBC Broadcast Standards personnel. Accordingly, FBC cannot be responsible for production decisions made or other actions taken in reliance solely on the content of particular guidelines herein. As in the past, the acceptability of a commercial announcement depends on an individual examination of the particular commercial. The rights and obligations of FBC and the advertiser are reflected in their agreement governing the purchase of time for the broadcast of commercial announcements.

## COMMERCIAL CLEARANCE SUBMISSION POLICY

Fox Broadcasting Company (FBC) policy mandates that every commercial airing on FBC must be evaluated and approved in advance by the FBC Broadcast Standards Department.

All advertisers and/or their agencies are required to submit commercials to the FBC Broadcast Standards Department for evaluation and approval in accordance with the following:

- (a) All commercials must be submitted for review. Submissions may be forwarded via VHS, DVD, MediaVu, as electronic files, or through links. Although broadcast approval is contingent upon review of a **final** slated version of the commercial, FBC Broadcast Standards strongly recommends the advance submission of all relevant materials including scripts, storyboards and rough cuts. Solely when requested, all material claims must be substantiated with supporting documentation and forwarded to FBC Broadcast Standards for review.
- (b) Submission of final versions must be received by FBC Broadcast Standards for review no later than three (3) business days prior to the scheduled broadcast of the commercial. FBC cannot guarantee the approval of any spot submitted less than 24 hours prior to the scheduled air date.
- (c) All submissions must be accompanied by a cover letter containing all pertinent information about the spots (i.e. AD-ID codes, titles, and lengths of all spots) as well as contact information for the agency or client (i.e. contact name, fax number, etc.).

Approval for broadcast will not be given until the final slated version of each commercial has been submitted for review in accordance with this provision and approved in writing by FBC Broadcast Standards.

INFOMERCIALS must be submitted to the FBC Broadcast Standards Department for evaluation and approval in accordance with the following:

- (a) All INFOMERCIALS must be submitted for review. Submissions may be forwarded via VHS or DVD. **FINAL SUBMISSIONS MUST BE SLATED WITH AN AD-ID CODE WHICH EXACTLY CORRESPONDS WITH THE ON-AIR MASTER.**

(b) Submission of final versions must be received by FBC Broadcast Standards for review no later than ten (10) business days prior to the scheduled broadcast of the Infomercial.

(c) Solely when requested, all material claims must be substantiated with supporting documentation and forwarded to FBC Broadcast Standards for review.

FBC Broadcast Standards reserves the right, at any time, to withdraw approval of a commercial spot.

## CONTACT INFORMATION

Any questions or comments regarding the content of this manual may be addressed to the Vice President of Broadcast Standards. Questions regarding the clearance status of commercials, script and/or storyboards should be addressed to the Assistant in the New York office:

**New York, NY**  
FBC Broadcast Standards &  
Practices 1211 Avenue of the  
Americas  
28th<sup>h</sup> Floor  
New York, NY 10036

**Maryana Dezarlo**  
FBC Broadcast Standards & Practices  
(212) 556-8109 (phone)  
(212) 556-2574 (fax)  
[Maryana.DeZarlo@fox.com](mailto:Maryana.DeZarlo@fox.com) (e-mail)

**Please direct all electronic submissions (scripts, storyboards, rough cut, and final commercials) to [BSCommercialClearanceNY@fox.com](mailto:BSCommercialClearanceNY@fox.com)**