Delivery Procedures
Commercial Material & Traffic instructions for Radio-Canada Television

Commercial Material

For details on: Technical Specifications

These technical specifications apply to commercials provided to Radio-Canada for distribution on the Television platform.

Preferred Delivery

Radio-Canada recommends the use of these paid delivery services. Their primary value is the ability to meet our Technical Requirements, from file naming conventions to closed captioning, every time, without delaying your campaign.

Company	Email	Destination name
Extreme Reach Canada	jgluck@extremereach.com	SRC (Radio-Canada) Montreal Hub
DMDS/Yangaroo	biren@yangaroo.com	Montreal HUB
Airdate/SpotGenie	Mike.lata@airdate.ca	SRC-TV
LaMajeure	Cynthia.littler@lamajeure.com	ICI Radio-Canada
Comcast (É.-U.)	June_edwards@cable.comcast.com	CBFT, RDI, SRC Network
Javelin	Leslie.Hilleman@adstream.com	Radio-Canada Station Group Hub

If you wish to send us a single file via file transfer link:

- Send email to : codepub@radio-canada.ca

- Email **must** contain the following information:

File Name	(example : BenniesMattressDepot_July2019PillowPromo_BMD0719PILLOW30F.mxf)
Client Name	(example : Bennies Mattress Depot)
Commercial Title	(example : July 2019 Pillow promo)
AdID (Commercial ID)	(example : BMD-0719-PILLOW-30F)
Length of the commercial	(example : 30s)
Production date	(example: June 27th, 2019)
Telecaster approval #	(example: F8CT4S6D-G/HD)

If your commercial is not approved by telecaster, please add in your email : To be approved by Code Publicitaire

Questions? Write to codepub@radio-canada.ca

Traffic Instructions

Traffic instructions Form for Radio-Canada Television

If you do not use the above form, please ensure that your traffic instructions contain all of the following information:

Client Name	(example : Bennies Mattress Depot)	
File Name	(example : BenniesMattressDepot_July2019PillowPromo_BMD0719PILLOW30F.mxf)	
Campaign dates	(example : July 1st to Aug 5th)	
Stations	(example : CBFT, ARTV, RDI, etc...)	
Contract numbers if available	(example : 9452273882)	
Commercial informations *The information we receive with the instructions must match the information we receive with the files	File Name	(example : BenniesMattressDepot_July2019Pi...)
	Client Name	(example : Bennies Mattress Depot)
	Commercial Title	(example : July 2019 Pillow promo)
	AdID (Commercial ID)	(example : BMD-0719-PILLOW-30F)
	Length of the commercial	(example : 30s)
	Production date	(example: June 27th, 2019)
	Telecaster approval #	(example: F8CT4S6D-G/HD)

Send instructions to : diffusion.commerciale@radio-canada.ca

Questions? Write to nathalie.germain@radio-canada.ca

Revised spots

Revision Type	Requirements	Internal procedure
New script / new video elements/additions	- We consider this a new spot or alt version - We will require new instructions - We will require a new AdID (add V2, V3 if you wish to use the same as a previous commercial)	Commercial will be added to inventory and given a new approval number
Corrections to: -Audio -Aspect ratio or video -Spelling/grammar/typo -Closed Captioning -Duration	- We consider this a technical revision (RT) - We will require new instructions - Revision AdID should be the same but with an RT tag at the end (RT2 for second revision,RT3 for the third, etc…) This is to ensure the revision replaces the original.	Commercial will be added to inventory, given a new approval number, and replace the old commercial material