

DELIVERY PROCEDURES FOR COMMERCIAL MATERIAL & TRAFFIC INSTRUCTIONS

The Radio-Canada Traffic team wishes to accompany you in the success of your production and delivery of television commercials. Here are the steps to follow:

1. COMMERCIAL MATERIAL

Commercial material must meet our technical specifications for commercial messages intended for broadcast on all Radio-Canada television stations. As of September 1, 2014, all messages must be closed captioned. Material, traffic instructions and Telecaster approval should be made available **5 days** prior to the first broadcast date whenever possible.

For more details: [Technical specifications](#)

2. TELECASTER APPROVAL

Radio-Canada requires Think TV (free) approval for all commercials airing on Radio-Canada owned and operated Television stations. All commercial material must have Telecaster approval prior to air date. It remains your best tool to ensure the legality of your message, which is your responsibility. The Canadian Broadcasting Corporation reserves the right to require its legal compliance before broadcasting.

For more information see [here](#)

To create a profile, please visit this [link](#) and use the “Register” button.

METADATA REQUIRED

Whether it is for sending you commercial materials or for sending your traffic instructions, the following information is needed:

- **Advertiser:** Client's name
- **Title:** Title or description of Commercial
- **AdID:** Explanation below
- **Duration:** The length of the commercial
- **Telecaster # :** Approval number

WHAT IS AN ADID / ISCI?

AdID (advertisement Identification) is a unique identification code associated with every single television commercial. This code is composed of a series of letters and numbers, and is given by the client / producer / agency. The AdID does not correspond to the spot title but the spot title can appear in the AdID. It is absolutely necessary that every commercial we receive also has an AdID. If your production house already uses a unique code to keep track of internal productions, you may use this code in the creation of your AdID. No special character is accepted (% , # , ? etc.).

To learn more see [here](#)

3. PREFERRED DELIVERY METHODS

Radio-Canada recommends the use of these paid delivery services.

Extreme Reach Canada	jgluck@extremereach.com
LaMajeure	cynthia.littler@lamajeure.com
Javelin	leslie.hilleman@adstream.com
DMDS/Yangaroo	biren@yangaroo.com
Comcast (USA.)	june_edwards@cable.comcast.com
Airdate/SpotGenie	mike.lata@airdate.ca

It is also possible to send your material by **Faspex** (free) which now replaces our FTP/We transfer system. For all inquiries, please email modalite@radio-canada.ca. Only one invitation request is required per person the first time you need to create an account.

All commercials must be closed-captioned (.scc files or embedded into video files). Commercials without voice over and containing only music still require closed captioning: meaning a musical note ♪ or the word “music” must appear in the closed captioning throughout the **entirety of the commercial**. The timecode and the name of the .scc file **must be the same** as the video.

4. TRAFFIC INSTRUCTIONS

Please send us your traffic instructions via our [form](#)

Regardless of whether or not you use this form, make sure your traffic instructions contain the following for example:

Advertiser's name: Maison Lafortune
(same as on your contract)
Title : Summer sales 2023
AdID: MLSPJUILLET202330F
Duration: 30 secondes
Telecaster If available
Stations: SRC, CBFT, CKSH etc
Rotation: 100%/ 50%/50%
contract(s): 10175136

No special character is accepted (% , # , ? etc.)

5. ADVERTISING STANDARDS

Our Advertising Code team will ensure that the commercial does not violate the corporate [Programming policies](#).

REVISED SPOTS

REVISION TYPE	REQUIREMENTS	INTERNAL PROCEDURE
New script / new video elements/additions	<ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Audio• Aspect ratio or video• Spelling/grammar/typo• Closed Captioning• Duration	<ul style="list-style-type: none">• 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

OUR DEADLINES

DAYS	DAYS THAT WE CLOSE	CLOSING TIMES
Monday	Tuesday	2:00 pm
Tuesday	Wednesday	2:00 pm
Wednesday	Thursday	2:00 pm
Thursday	Friday	2:00 pm
Friday	Saturday	10:00 am
Friday	Sunday and Monday	2:00 pm

Questions? Please contact modalite@radio-canada.ca or sophie.jubinville@radio-canada.ca