



# Instructions, Material & Contacts

## GLOBAL

<b>CHAN (BC)</b> <b>CHBC (Okanagan)</b> <b>CICT (Calgary)</b> <b>CISA (Lethbridge)</b>	<b>CITV (Edmonton)</b> <b>CFRE (Regina)</b> <b>CFSK (Saskatoon)</b> <b>CKND (Winnipeg)</b>	<b>CIII (Toronto)</b> <b>CKMI (Montreal English)</b> <b>CIHF (Maritimes)</b>	<b>**SEND ELECTRONIC MATERIAL TO:</b>  <b><i>Shaw Media Specialty/Toronto Hub</i></b> (For all electronic delivery sources for former Shaw Media stations)
<b>GLOBAL CANADA</b>		GCAN includes CJON (NTV-Newfoundland) send material to Shaw Media Specialty/Toronto Hub & CJON	<b>EMAIL INSTRUCTIONS TO:</b> For ALL selective conventional stations: <a href="mailto:TrafficGlobalToronto@Corusent.com">TrafficGlobalToronto@Corusent.com</a> For Global Canada Network: <a href="mailto:TrafficGlobalToronto@Corusent.com">TrafficGlobalToronto@Corusent.com</a> & <a href="mailto:cjontraffic1@ntv.ca">cjontraffic1@ntv.ca</a>
<b>BC1 NEWS</b>	Send banner display ad creative with instructions Contact your sales rep for BC2 Zone dimensions		

## SPECIALTY (former Shaw Media stations)

<b>ABCspark</b> <b>Action</b> <b>BBC CANADA</b> <b>Cartoon Network</b> <b>CI</b> <b>Cooking Channel</b> <b>Cosmopolitan</b> <b>CMT</b> <b>DejaView</b> <b>Disney Channel</b> <b>Disney JR</b>	<b>Disney XD</b> <b>DIY Network</b> <b>DTOUR</b> <b>FYI</b> <b>Food Network</b> <b>HGTV</b> <b>HISTORY</b> <b>H2</b> <b>IFC</b> <b>Lifetime</b> <b>Movietime</b>	<b>National Geographic</b> <b>Nat Geo WILD</b> <b>Nick</b> <b>OWN</b> <b>Showcase</b> <b>Slice</b> <b>Sundance</b> <b>Teletoon</b> <b>Treehouse</b> <b>W Network</b> <b>YTV</b>	<b>**SEND ELECTRONIC MATERIAL TO:</b>  <b><i>Shaw Media Specialty/Toronto Hub</i></b> (For all electronic delivery sources for former Shaw Media stations)
			<b>EMAIL INSTRUCTIONS TO:</b>  <a href="mailto:TrafficSpecialtyToronto@Corusent.com">TrafficSpecialtyToronto@Corusent.com</a>

## SPECIALTY (Corus legacy stations)

<b>Disney La Chaine</b> <b>Historia</b> <b>Séries+</b> <b>Télétoon</b>	<b>**SEND ELECTRONIC MATERIAL TO:</b>  <b><i>Corus Toronto Hub</i></b> (For all electronic delivery sources for Corus Legacy stations)
	<b>EMAIL INSTRUCTIONS TO:</b>  <a href="mailto:coruscscopy@corusent.com">coruscscopy@corusent.com</a>

## MATERIAL DELIVERY

<b>Electronic Delivery Sites</b>	<a href="#">Extreme Reach</a>	<a href="#">DMDS Yangaroo</a>	<a href="#">Javelin</a>
	<a href="#">Lamajeu</a>	<a href="#">Spotgenie</a>	<a href="#">Comcast AdDelivery</a>
	<b>** please note the hubs listed above and ensure material is sent to the appropriate hub(s).</b>		
For online file delivery specifications, please contact the provider directly			
<b>Signiant Media Shuttle</b> <b>*Specialty stations only*</b>	<a href="https://corus-mds.mediashuttle.com/">https://corus-mds.mediashuttle.com/</a> Username: MS-Erequest@corusent.com Password: CorusSpots123 Once the creative is delivered, please send a notification email (including the information on the slate) to: <b>MS-Erequest@corusent.com</b> AND <b>coruscscopy@corusent.com</b> (for Corus legacy stations) AND <b>trafficspecialtytoronto@corusent.com</b> (for former Shaw Media stations)		
<b>Tapes</b> <b>HDCAM SR</b> <b>or</b> <b>HDCAM</b>	Global Television Traffic attn: Master Control 222-23rd St NE Calgary, AB, T2E7N2	CJON attn: Traffic 446 Logy Bay Rd St John's, Nfld, A1C5S2	Corus Television Traffic attn: Media Services 25 Dockside Drive Toronto, ON, M5A0B5
HD video format specifications: 1080i/59.94; 1920x1080 (16:9 aspect ratio)			

## IMPORTANT NOTES

Corus Broadcast Traffic is unable to accept commercial material via FTP  
 Telecaster approval numbers are required for advertising material prior to airdate. Please contact TVB for more information  
 Traffic instructions & commercial material must be received five (5) working days prior to airdate  
 Commercial revisions will be executed on the next open broadcast log (typically 2 business days), unless it is a legal change  
 All advertising material must contain closed captions  
 Creative (digital file) not ingested will be kept for 30 days. Tapes will be kept in our library for 14 days  
 All commercial material in our inventory will be destroyed 3 months after the campaign ends/from the received date  
 Advertiser Name must be included in email subject line when sending instructions

## TRAFFIC CONTACTS

Erin McCarthy Traffic Manager phone: 416.479.7030 <a href="mailto:erin.mccarthy@corusent.com">erin.mccarthy@corusent.com</a>	Ewan Pakarnyk, Corus North Traffic Lead phone: 416.479.7033 <a href="mailto:ewan.pakarnyk@corusent.com">ewan.pakarnyk@corusent.com</a>	Luis German-Ribon Corus South Traffic Lead phone: 416.479.6738 <a href="mailto:luis.german-ribon@corusent.com">luis.german-ribon@corusent.com</a>
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