

Digital Spot Delivery Options WRAL-TV

WRAL-TV accepts commercial content in Quicktime form, as a fast, inexpensive alternative to tape delivery. WRAL-TV will only accept quicktime files on a CD or DVD, *not* spots burned for playback on a CD or DVD.

There are a few options for format of quicktimes, and for delivery means listed below:

(Quicktime files should only contain content of the commercial. No bars and tone, slate, pre or post black is needed. File name is crucial, however, and must contain spot identification consistent with that expected by WRAL-TV's Traffic Department.)

HDTV commercials:

1920x1080	H264 codec or DVCPROHD codec
Stereo audio*	Upper field dominance

(HDTV spots should be produced with 4x3 protect in mind, meaning that all pertinent, "must see" images and graphics, should fall in that title safe area inside the 16x9 HDTV frame. Producers not familiar with this framing can request a free safe title guide via email: LocalProductionUsers@wral.com.)

Standard Definition commercials:

720x480	H264 codec
Stereo audio*	Upper field dominance

****Audio levels must not exceed -12db. Spots delivered with audio levels exceeding this level will be flagged as unacceptable, with a request to your producer to re-submit the content.***

Delivery Options:

Quicktime files may be placed on CD or DVD, and sent by mail or courier to the WRAL-TV studios.

Quicktime files may also be uploaded to FTP, for downloading by WRAL-TV creative staff.

They may also be "emailed" using data delivery services like "YouSendIt". www.yousendit.com. A service like this is relatively inexpensive, \$10 per month, to deliver quicktime content to multiple recipients. WRAL-TV does not stipulate which service clients choose to use, however clients will find pay per use services offer better upload speeds. The email address for YouSendIt – type deliveries is LocalProductionUsers@wral.com.