



Instructions

Commercial instructions must be sent **5** business days prior to air date via email: (traffic@uptv.com) or fax: 770-217-4149. Instructions should include:

- Advertiser
- Agency
- Product
- Commercial Title
- AD-ID/ISCI Code
- Length
- Rotation, Percentage, and Specific Air Dates
- Agency Contact with Phone Number and Email
- Media delivery method or service
- **All revisions need to be indicated as "Revision"**

Commercial Requirements

Commercials must be delivered **5** business days prior to air date. The slate must include: ISCI Code, Client, Product Name, and Length.

Send 1 HD tape on HDCam or 1 SD tape on Digi Beta. ***All tapes must be drop frame.**
Send the tape to the following address:

Comcast Media Center
Attn: UP TV Library
4100 East Dry Creek Road
Centennial, CO 80122

For digital deliveries, send spot via:

Aberdeen
Comcast Ad Delivery
Extreme Reach
EZ Spot
Javelin
Yangeroo

Screeners

All commercials must be viewed for approval. Screeners must be delivered **7** business days prior to air date. Send screener copies to both the traffic department and the account executive via:

Email: commericalclearance@uptv.com or DVD copy: UP Entertainment
Attn: Traffic
2077 Convention Center Concourse
Suite 300
Atlanta, GA 30337

Traffic Contacts

National:	Ashley Morris	770-692-4539	traffic@uptv.com
Direct Response:	Keisha Walthall	770-692-9021	kwalthall@uptv.com
Paid Programming:	Ashley Morris	770-692-4539	traffic@uptv.com