



TRAFFIC CONTACTS AND REQUIREMENTS

Traffic Manager
Adam Waggoner
212-342-8752
awaggoner@cbs.com

Michele Baptist	Traffic Coordinator 646-731-2402 mbaptist@cbs.com	Meghan Matschke	Director, Sponsored Programming 646-731-2313 mmatschke@cbs.com
Erik Lucas	Traffic Coordinator 212-342-8721 erik.lucas@cbs.com		
Michael DeFusco	Manager, Creative Services 212-342-8700 mdefusco@cbs.com		
CBS College Sports Fax	212-342-8724		

Preferred format for commercial instructions is via **EMAIL** to awaggoner@cbs.com, bill.sagona@cbs.com & mbaptist@cbs.com. If Email is unacceptable, all commercial instructions **MUST BE FAXED** to (212) 342-8724– no later than 12 noon Friday for the following week. If traffic indicates billboard allocations, please fax before or no later than Wednesday 9AM for the following week. Midweek changes will be accommodated as soon as operations permit.

Billboard materials are due no later than 12:00pm (EST) on Monday of the week prior to air date.
All billboard/logo materials must be in email form and be e-mailed to both mmatschke@cbs.com & mdefusco@cbs.com. Copy for Billboards should be sent to Meghan Matschke mmatschke@cbs.com and be 10 seconds or shorter.

ANIMATED BILLBOARDS MUST BE IN HOUSE TWO WEEKS PRIOR TO AIR

Please send all commercial materials to both of the below addresses:

Scott Criscuolo-CBS College Sports
Ascent Media Network Services
250 Harbor Drive, Third Floor
Stamford, CT 06904

CBS College Sports
Attn: Adam Waggoner
85 10th Avenue, 3rd Floor
New York, NY 10011

Digital delivery can be sent via DG-Fastchannel to the following station codes:

CBCSH-CN CBS College HD
CSTV2 – CBS College SD
CSTV-CN – Ascent Media STAMFORD

COMMERCIAL FORMATING

- A) All Commercial Inventory needs to be provided to CBS College Sports on HDCam, HD-SR or Beta-Sp (SD) tape
- B) All Commercial inventory needs to have full audio mix to audio channels 1-4
- C) We need your inventory shipped no later than 4 days before your first broadcast air. Time considerations are so your spot may be quality control checked

COMMERCIAL LABELLING

IT IS IMPORTANT THAT THE OUTSIDE OF EACH BOX CONTAINING VIDEO TAPE, AS WELL AS THE COMMERCIAL REEL, LIST THE FOLLOWING INFORMATION:

- A) CLIENT NAME
- B) PRODUCT NAME WITH COMMERCIAL ID NUMBER (ISCI)
- C) STANDARD FORMAT OR HDTV FORMAT
- D) AGENCY NAME
- E) LENGTH OF COMMERCIAL
- F) VIDEO TAPE SLATE MUST MATCH THE ELEMENT CONTAINER
- G) CLOSED CAPTIONED (IF APPLICABLE)

Commercial tapes will be held at our broadcast facility for a period of 90 days upon arrival. If your flight continues past 90 days arrangements will be made to keep the spots where they are. At the end of the 90-day period, the tapes will be removed from the system and destroyed. Tapes will not be returned unless we are notified ahead of time to do so.

Please send all billboard materials to the below address:

CBS College Sports
Attn: Meghan Matschke
85 10th Avenue, 3rd Floor
New York, NY 10011
mmatschke@cbs.com

BILLBOARD FORMATING

FOR STATIC BILLBOARDS/LOGOS- WE WILL ACCEPT THE FOLLOWING:

- A) Illustrator File EPS (Vector file)
- B) PSD High Resolution File with Layers

FOR ANIMATED BILLBOARDS/LOGOS- WE WILL ACCEPT THE FOLLOWING:

Quicktime files which are 720 x 486 (SD) with Separate matte or Embedded alpha (we prefer separate mattes)