

# RATE CARD GLOSSARY

## Delivery

**Managed service:** Client relies on Account Management team to build and place orders

**Self-service:** Client utilizes the platform directly to build and place orders

**Rush delivery:** Delivery is guaranteed within two hours. Time starts when ALL materials, as required per each requested service, are in house.

**Standard delivery:** Delivery is guaranteed within twelve hours. Time starts when ALL materials, as required per each requested service, are in house.

**Effectv station:** Comcast-owned, local cable zone.

**Repitch:** Sending a file to the same destination more than once within 90 days of the first send (additional charges may apply) Most stations purge spots not in use after 90 days.

**Traffic only:** Delivery of traffic instructions without creative included

## Production

**Approval file:** Client requests a low resolution file to approve spots before delivery, this can include screenshots.

**Audio edit:** Creative editing of an audio file to fit it within a commercial, or any kind of audio adjustment (e.g., lowering or raising the mix to clear it for air)

**Clearance facilitation:** Charge incurred to create a proxy file for clearance and upload it to the client's MediaVu or Media Qurator, or other clearance platform account. Files can also be sent via link to client for submission.

**Closed captioning:** Captions embedded into video (608/708) using transcription

**Cross conversion/transcode:** Manually converting a master file to a specific spec provided by the client

**Custom upload/email link:** Client requests a proxy file or email link to file (i.e., If you login to our platform and do the work yourself, there is no charge.)

**Custom voice-over:** Recording voice-over talent in-house to put into a commercial (i.e., You hire professional talent to read voice-over in our studio.)

**Digitizing offline master:** Creating a digital version of physical tapes

**Downconvert:** Digitally transcode HD (High-definition) file to SD (Standard-definition) file.

**Editing/graphic creation per hour:** Manual/traditional post-production work done in a non-linear editing system (such as FCP, Avid, Adobe Creative Suite, Pro Tools, etc.) that requires more skilled labor than the defined tagging of video or audio.

**Email spot proxies:** Account Manager emails low resolution version of the spot to the client

**Encoding/watermarking:** Embedding a form of watermarking developed by Nielsen. Requires metadata sent to Nielsen or it's competitor BVS.

**Graphic acquisition:** Production team searches and pulls graphic images (.aep/.psd/.jpeg, etc) to place on master file.

**No script charge:** Charge incurred when the client does not provide a written script of the commercial to use in creating the closed captioning

**Open caption file:** A proxy file sent to the client for approval of the closed captioning work done on its behalf

**Piggyback spots:** Combining two short files to create one longer file (e.g., two 0:15-second commercials combined to make one 0:30-second commercial)

**Reslates:** Manually changing the slate at the beginning of a spot

**Tagging/audio:** Placing finished audio file(s) provided by client into content. May require editing or piggybacking (combining separate audio files into one file).

**Tagging/video:** Placing video file(s) or still images/graphics into content. This type of production work is the most basic form of versioning (e.g., 1800# tagging, url tagging, local dealership tagging). Custom tagging may require new creative by Media Services team, motion graphics, effects, or special edits. This type of tagging will incur additional charges.

**Weekend production fee:** Charge incurred to open studio for production work outside of normal business hours