

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