

CLOSED CAPTIONING & BILLBOARD GUIDELINES



ACCEPTABLE:

1. The Corporate advertiser and/or brand name of product.
2. In either audio or video the trademark slogan of a product. For example, "GM – like a rock", "built Ford tough".
3. You can include a phone number/web site for further information.
4. You can say "available soon", "available everywhere".

Closed Captioning tag line:

"Closed Captioning is brought to you in part by "advertiser or brand". "Advertiser or brand" tag line."

Sponsorship BB tag line:

"This Program is brought to you in part by "advertiser or brand". "Advertiser or brand" tag line."

UNACCEPTABLE:

1. There can be no:
 - a) product claims; ie. cleans your skin, will receive 8% return on investment, reduces engine emissions.
 - b) comparative claims regarding quality
 - c) market share; best selling, British Columbia's favorite
 - d) indirect or direct comparative claims; best selling, best tasting
 - e) no prices
 - f) contests, sell lines or call to action; ie. 'come see us', 'visit', 'go to', 'in theatres now' or 'try one today'.
2. You can not state a specific store location (address) where you can purchase the product or service.

OTHER NOTES RE: Closed Captioning & BB's:

1. All closed captioning billboards are 10 seconds long
2. Material is required a minimum of one week prior to the contract start date if production needs to be done. Audio should be 8 1/2 to 9 seconds in length.
3. If Rogers is responsible for production including client logos, then the logo should be in an illustrator file and you can send to avid1@omnitv.ca
4. If material has the incorrect Close Captioning tag line of "brought to you by" Rogers will re-voice the material to read correctly as 'brought to you in part by'.
5. In the event this is known in advance it is preferable to receive all material in an unmixed format.

Acceptable formats for commercial material are – BetaSP, or receipt of material via Fast Channel or Mijonet.

Please send all material to the Traffic Department at: 545 Lakeshore Blvd W, Toronto, ON, M5V 1A3

FYI

Any traffic questions may be directed to:

Christina Michna

Traffic Co-ordinator/CC Lead

Phone (416) 764-3285

Fax (416) 260-3662

Email christina.michna@rci.rogers.com

OR

Janine July

Traffic Supervisor

Phone (416) 764-3304

Fax (416) 260-3662

Email weiwei.lin@rci.rogers.com

Any Script approvals may be directed to:

Morgen Dittburner

Director, Traffic Systems/Special Projects

Phone (416) 764-3301

Fax (416) 260-3662

Email morgen.dittburner@rci.rogers.com

Any production questions may be directed to:

Pacifica Virzi

Commercial Production Manager

Phone (416) 764-3371

Fax (416) 260-3638

Email pacifica.virzi@rci.rogers.com