



## NFL NETWORK - TRAFFIC REQUIREMENTS

### **ALL AIR TAPES SHOULD BE SENT TO:**

CRAWFORD COMMUNICATIONS  
3845 PLEASANTDALE ROAD  
ATLANTA, GA 30340  
ATTN: NFL NETWORK TRAFFIC - ATL

### **WHEN USING DG FASTCHANNEL:**

USE **NFL-CN** FOR SD SPOTS AND/OR **NFLHD-CN** FOR HD SPOTS (CRAWFORD)

### **NOTE:**

- ◆ **Air tapes should not be packaged with any other Networks at Crawford Communications.**
- ◆ Tapes must be in Digi-Beta format and must arrive **no later than 5 business days before** first air date.
- ◆ HD Tapes must conform to the following:
  - 4x3 Protect (Due to any down-converting)
  - Tape Format: HDCAM
  - Audio - Stereo
  - 1080i – 59.94
  - Slates must be on all tapes

### **TRAFFIC INSTRUCTIONS SHOULD BE SENT TO:**

KELLY WEBSTER  
PH: 856.222.4370  
FAX: 856.222.3476 or 800.310.0755  
EMAIL: [NFL.NETWORK.TRAFFIC@NFL.COM](mailto:NFL.NETWORK.TRAFFIC@NFL.COM)

### **A DVD OR EMAIL COPY OF EACH TAPE (SUITABLE FOR VIEWING) SHOULD BE SENT TO:**

NFL NETWORK  
280 PARK AVE.  
15<sup>TH</sup> FLOOR  
NEW YORK, N.Y. 10017  
ATTN: CHRIS VASSALLO (PH: 212.450.2173)  
EMAIL: CHRIS.VASSALLO@NFL.COM

**All E-mail Correspondence:** [NFL.NETWORK.TRAFFIC@NFL.COM](mailto:NFL.NETWORK.TRAFFIC@NFL.COM)

Traffic instructions and VHS tapes must arrive **no later than 5 business days before** first air date.

## **BILLBOARD REQUIREMENTS:**

- ◆ All billboard materials must arrive **no later than** 10 business days before first airdate.

## **GUIDELINES FOR GRAPHICS**

### **Format**

Static logos should be delivered as **Photoshop 6.0** (or higher), **Illustrator 9.0** (or below), PICT or TIFF, with RGB color. All PICT files should be at 72DPI and 24 bit color, any higher resolution does not improve NTSC resolution.

Animated logos are accepted with accompanying Hi-con or Matte. HDCam is preferred – Digibeta accepted (no BetaSP please). Please deliver to the address below. We will make every attempt to include accompanying sound effects but this cannot be guaranteed.

All logos will be keyed and need to have a corresponding Hi-con. The Hi-con (high contrast matte) should have a white foreground over a black background and should be in perfect registration to the logo. If possible, please inform us if Alpha channels have been saved.

### **Size**

To produce the highest quality billboard for your client, all logos should be proper television aspect. (720 pixels width by 486 pixels height)(HD 1920 pixels by 1080 pixels). This will enable us to shrink it rather than enlarge it and maintain the highest quality resolution for your logo.

### **Billboard Delivery**

Questions and Files should be e-mailed to [NFL.NETWORK.TRAFFIC@NFL.COM](mailto:NFL.NETWORK.TRAFFIC@NFL.COM)  
(Attn: Kelly Webster 856-222-4370)

### **Please ship to:**

Kevin McLoughlin (Ph: 856-222-3581)  
NFL Network  
1 NFL Plaza  
Mt Laurel, New Jersey 08054