



# Traffic Instruction And Spot Delivery Information

## Accepted Formats for Spot Encoding

### FTP SITE:

Host: ftp.fileserve360.com  
 Username: northland@fileserve360.com  
 Password: password123

### We accept most email links:

extremereach.com  
 hightail.com  
 sendspace.com, etc...

### EMAIL LINKS: (Email to both)

Phillip: plott@cableadconcepts.com  
 Trey: tdixon@cableadconcepts.com

### SPECIFICATIONS:

Acceptable file formats: .MOV, .MPG2,.MPG4  
 SD: 720x480 Resolution  
 HD: 1280x720 Resolution  
 Frame Rate 29.97 (No Slate preferred)

TRAFFIC DEPARTMENT:	
<u>Traffic Instructions</u> Emailed by deadline below to: AE Rep. & Traffic Department <a href="mailto:cactraffic@cableadconcepts.com">cactraffic@cableadconcepts.com</a>	<u>Co-Op Scripts</u> Emailed by last Friday of Broadcast month to: AE Rep & Billing Dept. <a href="mailto:cacbilling@cableadconcepts.com">cacbilling@cableadconcepts.com</a>

**Traffic & Billing Department**  
**Phone 912-764-0501 | Fax 912-764-4870**  
**Traffic Department: [cactraffic@cableadconcepts.com](mailto:cactraffic@cableadconcepts.com)**  
**Billing Department: [cacbilling@cableadconcepts.com](mailto:cacbilling@cableadconcepts.com)**

### Deadline for Orders, Traffic & Spot Delivery (Eastern Time )

Desired Start Date Of Order	Schedules & Traffic Instruction Deadline	Spot Arrival Deadline at Office in Statesboro, GA
Tuesday	Noon on Monday	3pm on Monday
Wednesday	Noon on Tuesday	3pm on Tuesday
Thursday	Noon On Wednesday	3pm on Wednesday
Friday	Noon on Thursday	3pm on Thursday
Sat, Sun, or Mon	Noon on Thursday	Noon on Friday

### Cable Ad-Concepts

*Mailing by USPS*  
 P.O Box 289  
 Statesboro, GA 30459

*Mailing by FedEx, UPS*  
 32 East Vine Street  
 Statesboro, GA 30458

This schedule will vary during Holidays.  
 Please contact your representative or traffic department for changes in deadline.