



## NORDIC

All commercial spots must be uploaded to Cartoon Network via Adtoox.

### Audio Format:

**Audio must be full mix on all tracks.**

**Track 1 Danish Full Mix (dual mono)**

**Track 2 Finnish or Swedish Full Mix (dual mono)**

**Track 3 Swedish Full Mix (dual mono)**

**Track 4 Norwegian or Swedish Full Mix (dual mono)**

- Video levels must not exceed 1.05 volts (105%).
- DBCT audio levels peaks should not exceed -10dB with regard to peak level.
- Reference level = -18dBFS.
- Spots IN STEREO WILL NOT BE ACCEPTED.

### Spot Format:

- Aspect Ratio: 16:9
- All spots must be single cut.
- All commercials must be produced in whole seconds (zero frames)
- VITC (Vertical Interval Timecode) on lines 19+21 and LTC (Longitudinal Timecode) must be present and matching.
- Average programme audio levels for all Turner Channels are intended to fall within the range +2 to +6dB relative to reference level. They should also have a suitable dynamic range for transmission.
- Please note that the Cartoon Network station identifier logos are positioned in the bottom right corner of the 16:9 viewing area covering 60 active picture lines and being 90 pixels wide. The station identifier starts at line 253 F1 (line 566 F2) and the left hand edge is 544 pixels from the start of active video. Clients are advised that they should avoid placing commercial elements in the area starting at line 253 F1 and running to the end of active picture (line 287) and pixel 544 to pixel 720.
- Safe Areas: These should be compliant with SMPTE ST2046-1. In summary these mean that the Safe Action is 93% of width and 93% of height and Safe Title is 90% of width and 90% of height. In all cases these sizes are concentric with the production aperture.
- A CHARGE of £75 will be incurred if these format requirements are not met in time for transmission.

**Spots must uploaded to Cartoon Network Nordic and Boomerang via Adtoox, for further information on how to do so – see Adtoox.com**

**Spot Layout:**

09:58:30:00 - 09:58:59:24 = Black (30 seconds)

09:59:00:00 - 09:59:29:24 = Bars and Tone (30 seconds)

09:59:30:00 - 09:59:56:24 = Clock countdown/slate (27 seconds)

09:59:57:00 - 09:59:59:24 = Black (3 seconds)

10:00:00:00 - 10:00:29:24 = Commercial (30 seconds for example)

**Deadlines:**

Commercial spots must be received at least 5 working days prior to the first airdate, for pre-transmission checks. Late copy charges may be charged if notice is not given.

**Spot Clearance:**

All spots must abide by OFCOM regulations.

**Contacts**

Kasper Nørskov	Nordic Account Planner	kasper.norskov@turner.com	Tel: +45 3330 7104
Kitt Salbroe	Nordic Account Planner	kitt.salbroe@turner.com	Tel: +45 3330 7105
Mette Endahl	Nordic Account Planner	mette.endahl@turner.com	Tel: +45 3330 7111