

CBC ENGLISH TELEVISION AGENCY TRAFFIC DEADLINES



CBC & Radio-Canada
MEDIA SOLUTIONS

REGULAR DEADLINES:

Calendar Day	Playlist Deadline	Tier	Time
Monday	Tuesday	All + Specialty	12:00 ET
Tuesday	Wednesday	All + Specialty	12:00 ET
Wednesday	Thursday & Friday	All + Specialty	12:00 ET
Thursday	Saturday & Sunday	All + Specialty	12:00 ET
Friday	Monday	All + Specialty	12:00 ET

MOVIE AND LOTTERY DEADLINES:

Calendar Day	Log Deadline	Tier
Regular: Monday to Friday Saturday & Sunday	12:00 ET day of broadcast 12:00 ET Friday	All + Specialty
Long Weekends: Holiday Monday Holiday Friday	12:00 ET Thursday 12:00 ET Wednesday	All + Specialty

PLAYLIST TRAFFIC CONTACTS:

Station Call Letters & (City)	Email Address
CBC Network	CBCNetwork.Traffic@CBC.CA
CBC News Network	NewsNetwork.Traffic@CBC.CA
Documentary Channel	docutraf@CBC.CA
Regional - CBC Ontario	CBCOntario.Traffic@cbc.ca
Regional - CBC Pacific	CBCPacific.Traffic@cbc.ca
Selective Stations:	
CBCT Charlottetown	CBCT.Traffic@CBC.CA
CBHT Halifax	CBHT.Traffic@CBC.CA
CBAT Fredericton	CBAT.Traffic@CBC.CA
CBNT Newfoundland	CBNT.Traffic@CBC.CA
CBMT Montreal	CBMT.Traffic@CBC.CA
CBOT Ottawa	CBOT.Traffic@CBC.CA
CBET Windsor	CBET.Traffic@CBC.CA
CBLT Toronto	CBLT.Traffic@CBC.CA
CBWT Winnipeg	CBWT.Traffic@CBC.CA
CBKT Regina	CBKT.Traffic@CBC.CA
CBRT Calgary	CBRT.Traffic@CBC.CA
CBXT Edmonton	CBXT.Traffic@CBC.CA
Commercial Delivery Inquiries	pmgcommercialmanagement@cbc.ca

MATERIAL AND SCRIPTS TO BE SENT TO THE FOLLOWING:

CBC accepts delivery of commercial material through MIJO, Extreme Reach, Yangaroo (DMDS), Javelin, Lamajeure and Comcast. CBC also accepts delivery of commercial material through our own internal FTP site on a case-by-case basis.

Please send all correspondence or inquiries to pmgcommercialmanagement@cbc.ca

CBC requires Telecaster (TVB) approval for all commercials airing on CBC owned and operated Television stations. All commercial material must have Telecaster approval prior to air date.

Effective September 1, 2014, all advertising material is required to have Closed Captioning.

Material, traffic instructions and Telecaster approval should be made available **5 days prior to the first broadcast date** whenever possible.

Revised commercial scheduling changes will be made within **48 hours**, provided that the material, scheduling instructions and Telecaster approval information are on hand.