



Inspiration Networks
3000 WorldReach Drive
Indian Land, SC 29707
P: 803.578.1000
F: 803.578.1725

COMMERCIAL GUIDELINES

The following are the production guidelines and procedures for commercials airing on the Inspiration Networks.

Formats and Tape Sequence

Commercial tapes must be in one of the following formats:

Beta SP / Digital Beta / Beta SX

International PAL tapes must be received on Beta SP.

Each tape must include the following sequence:

1. 60 seconds of bars and tone (must match program levels)
2. Audio should be full mono mixed on Channel 1 and Channel 2
3. Ten seconds of black
4. Slate (include Advertiser name, Commercial title, ISCI Code/800# and spot length)

5. Ten seconds of black
6. Commercial lengths (open through close) need to be :15, :30, :45, :60, :90 or :120

The tape box and tape cassette must be labeled with:

1. Network Name on which commercial is to air (INSP or INI)
2. Advertiser Name
3. Commercial Title
4. ISCI Code and/or 800#
5. First Air date (MM/DD/YYYY)
6. The label should be on the face and spine of the tape and tape box for easy identification

Traffic and Shipping

1. Written traffic instructions:

List Air Dates (MM/DD/YYYY) and Programmer Program Numbers. Please fill out the [INSP Traffic Form](#).

2. Name, phone number and e-mail address of Agency or Advertiser contact person must be included for follow-up needs.

3. Air tapes should be at the Network seven days prior to air date.

If this is not possible, you need to notify the Traffic Department by sending an email to traffic@insp.com

Our shipping address is:

Inspiration Networks
Attn: Traffic Department
9700 Southern Pines Blvd.
Charlotte, NC 28273
US Phone Number 803.527.5583
International Phone Number +1.704.527.5583