

2011 On-Air Material Specifications and Deadlines

Flight Month	On- Air Date	Close Date	Material Due Date
January	December 27, 2010	November 10, 2010	December 13, 2010
February	January 31	December 15	January 17
March	February 28	January 12	February 14
April	March 28	February 9	March 14
May	April 25	March 22	April 11
June	May 30	April 13	May 16
July	June 27	May 11	June 13
August	August 1	June 15	July 18
September	August 29	July 13	August 15
October	September 26	August 10	September 12
November	October 31	September 14	October 17
December	November 28	October 12	November 14

Material Specifications:

All commercials subject to Medical Advisory Board review. Advertising/commercials should be submitted on broadcast-quality videotape with SMPTE color bars, audio tone and identifying slate at the head.

Please Submit: (1)On-line digital link,or (1)DVD on or before Close Date
 (1)High resolution video tape (Digital Betacam, Betacam SP, DV Cam or XD Cam preferred)
 on or before Materials Due Date

Note: On-Line Digital file or DVD with high resolution MPEG-4, .MOV or .AVI files may also be accepted

Please submit all Materials and direct any production-related questions to:

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