



WELCOME TO EFFECTV

LET'S GET STARTED →

Last Updated January 2024



What To Expect

At Effectv, your success is our top priority. That is why your Account Executive will be collaborating on your behalf with experts on our Sales Development, Creative Services, Operations, and Customer Success teams to ensure your advertising campaign reaches and connects with the customers that matter most. Your Account Executive will work in partnership with you and these experts to arm you with the resources and information you need to achieve your objectives.

The Effectv Client Account Portal is a website designed to speed the delivery of invoices to customers. It is your 24/7 home for accessing invoices and easily paying bills with a credit card.

NEXT →



Effectv delivers impactful TV and streaming ad solutions using aggregated first-party Comcast data insights to help businesses reach the right customers.

How We Work

We'll create a customized advertising solution designed to reach your desired audience across traditional linear TV, VOD, and IP-based platforms (mobile, desktop, tablet, etc.).



Insights from Comcast viewership data help to **find** your optimal audience across all screens.



We **target** your audience with a strategic campaign across screens and sites in the specific geographies that matter.



We **report** easy-to-read campaign metrics to inform and optimize campaign effectiveness.



We **prove** the impact your Effectv campaign had on your business.



96M

Potential reach of
96 million adults¹

60+ Markets

With geographic
targeting

10M+

Additional TV
households reached
through our affiliate
partnerships

11,000

TV programs

170

Networks across all
platforms and devices

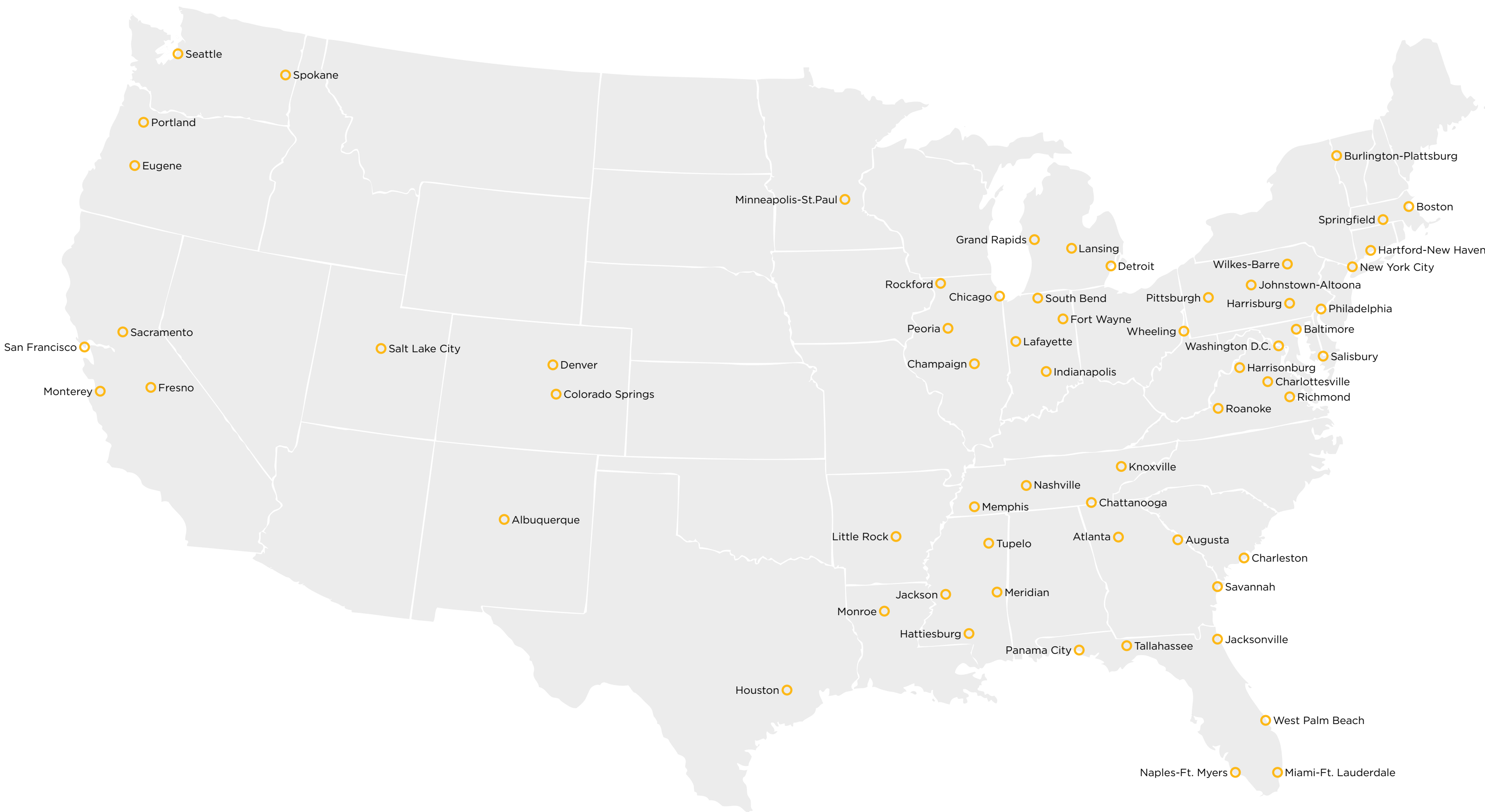
30M

Comcast subscriber
households providing
1st party viewership
data

Reach Beyond Comcast Households

Place media across the market with our ability to reach Comcast homes as well as homes with other video providers like Verizon FiOS, Cox, AT&T, DIRECTV, Dish, Spectrum, and others.

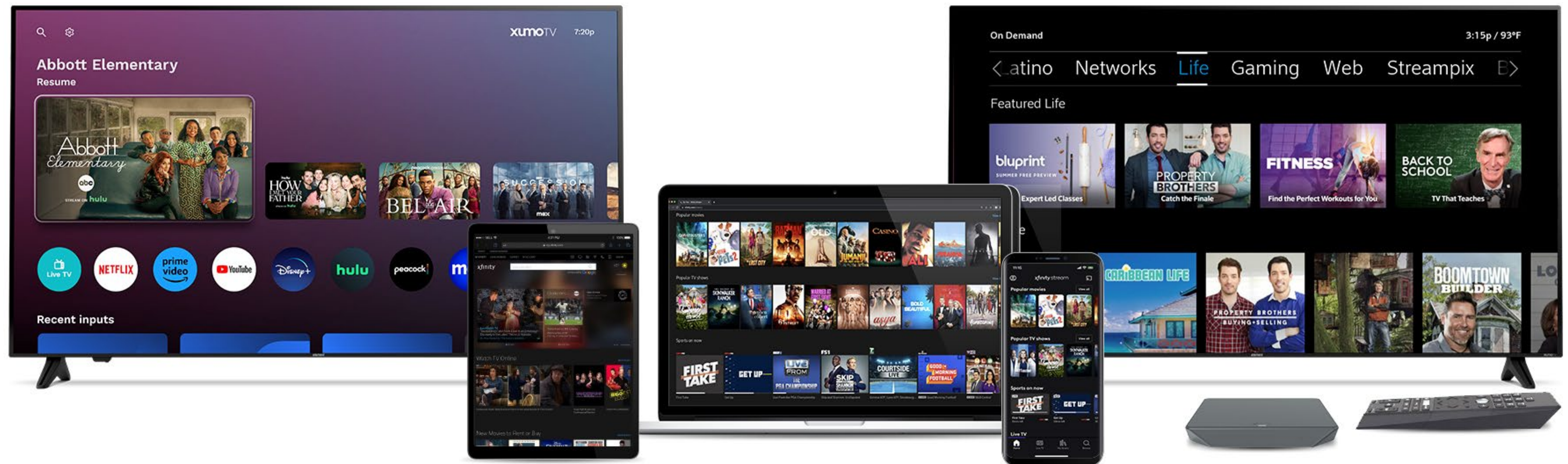
For a complete list of markets, [click here](#).



1. Estimate based on 2021 U.S. census of broadband subscriber households in Comcast-represented U.S. counties

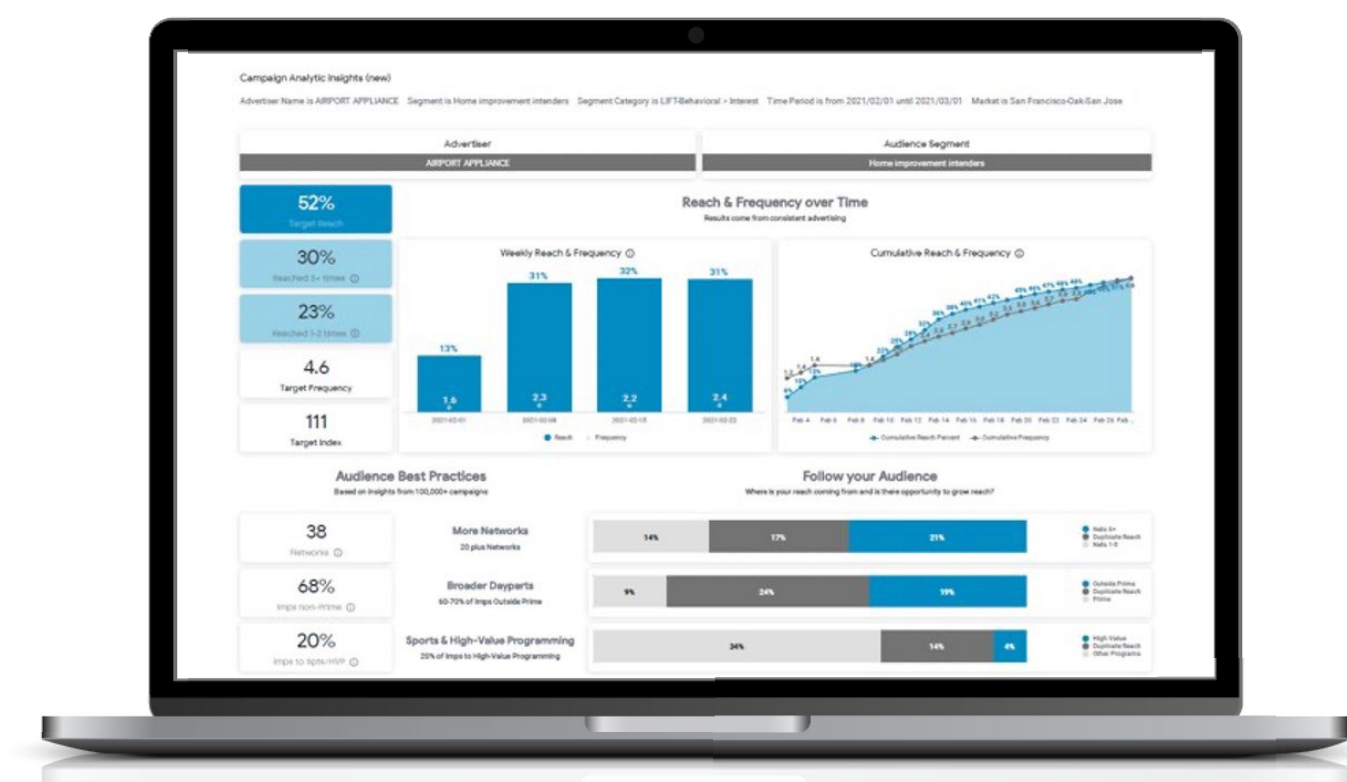
Audience-First Ad Solutions

Engage your potential customers no matter how they're consuming video.



You Can't Manage What You Can't Measure

Partnering with Effectv means advanced capabilities to measure the outcome of your campaign.
From reporting to attribution, we have solutions to fit all needs.



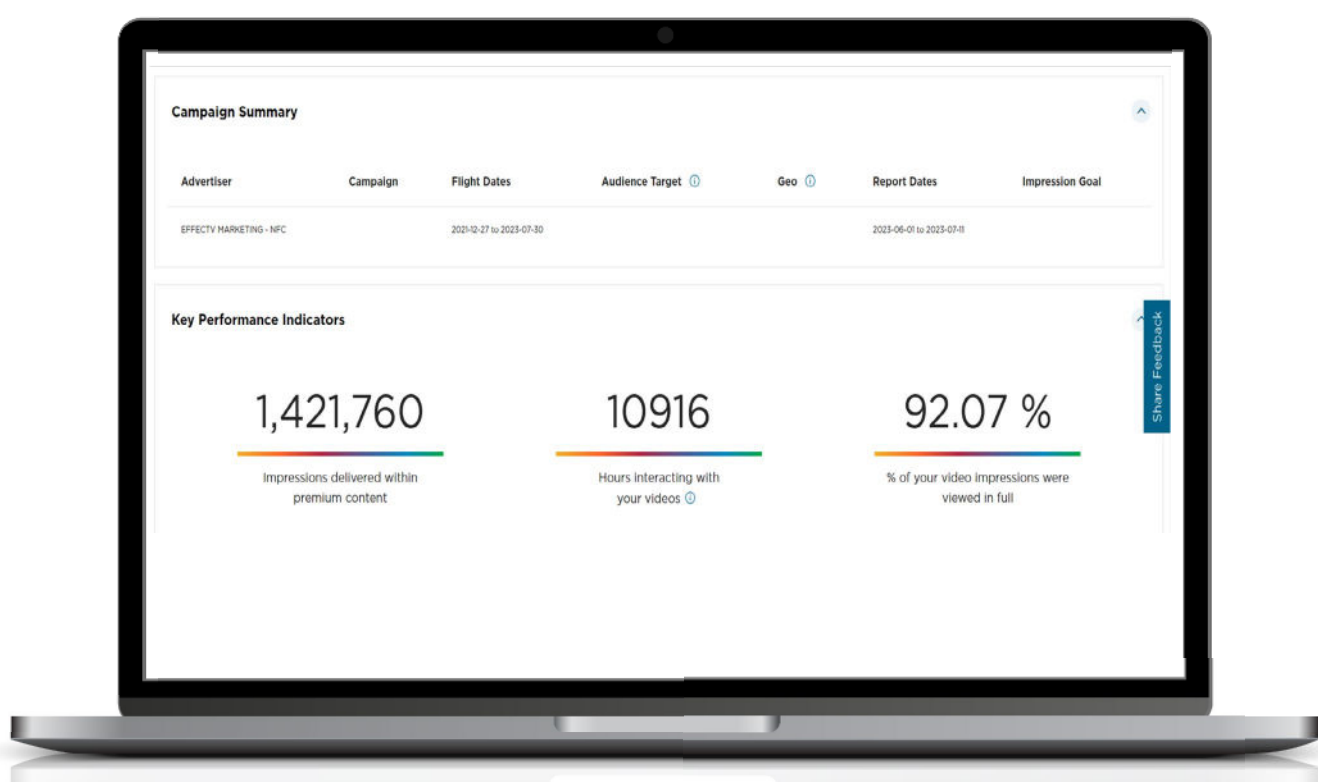
Campaign Reports

Traditional TV Ad Exposure
Multiscreen Campaign Ad Exposure



Attribution Reports

Multiscreen IMPACT and Instant IMPACT



Campaign Dashboard

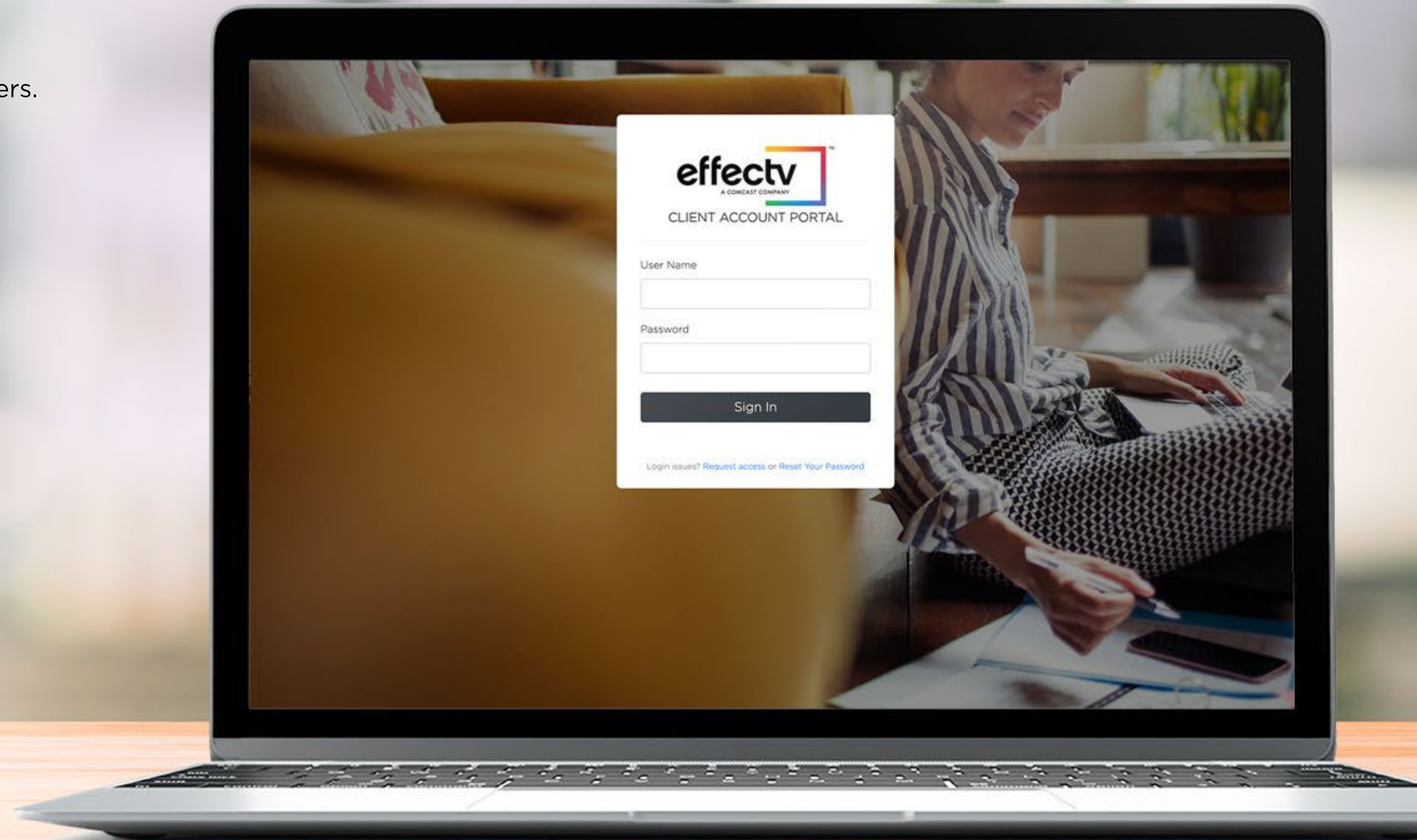
myEffectv/myResults for
Effectv Streaming campaigns

The Client Account Portal

The Effectv Client Account Portal is a website designed to speed the delivery of invoices to customers. It is your 24/7 home for accessing invoices and easily paying bills with a credit card, ACH or wire transfers.

- View invoices and affidavits
- Make partial or full payments
- Download invoices in PDF or Excel format

You will be registered for the **Client Account Portal** by our Customer Success team. Take a look at this **video tutorial** for help in navigating the Client Account Portal.

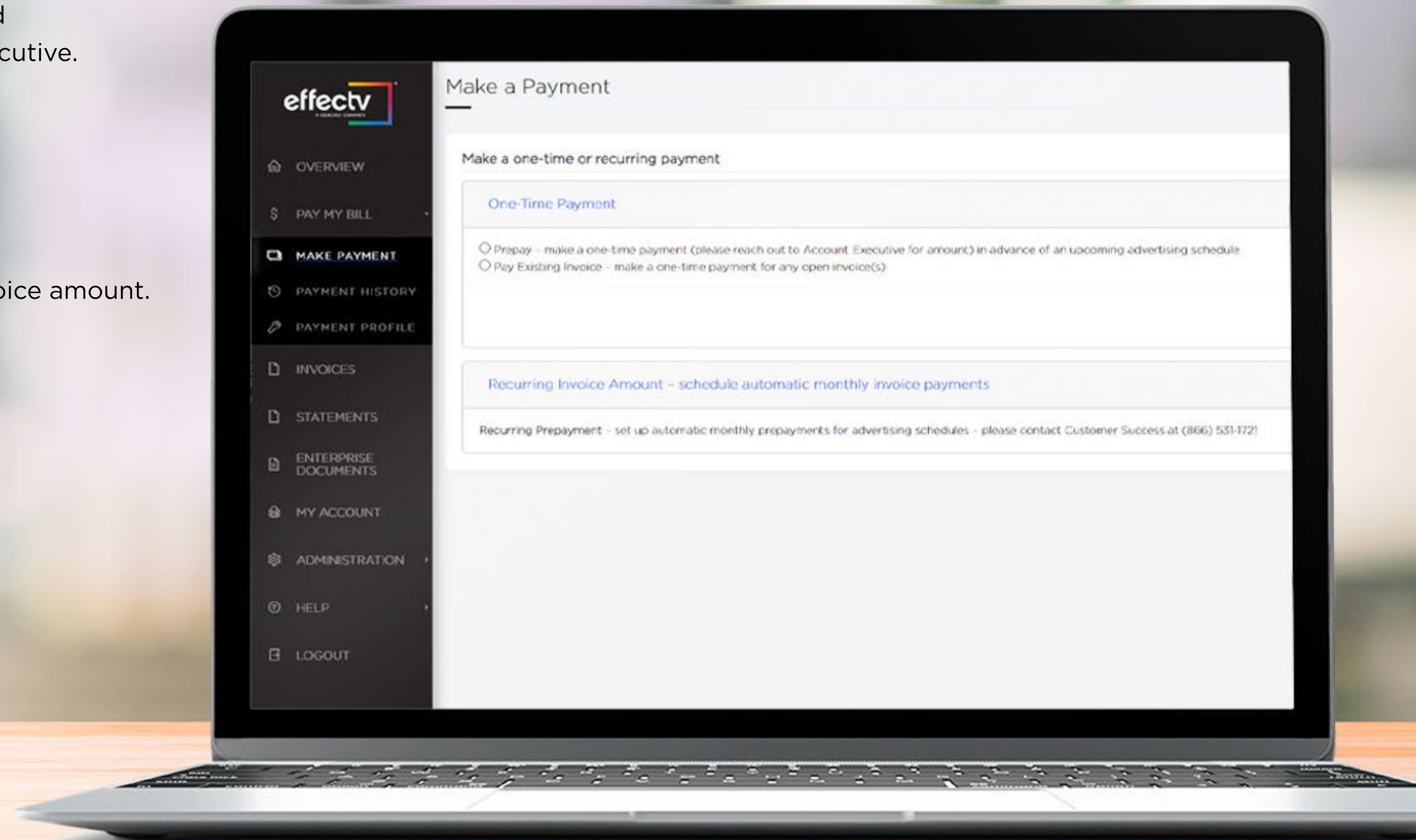


How to Submit a Payment


Payments may be sent through the Client Account Portal. Credit card information should never be collected by or given to an Account Executive.

- Visit effectv.com/invoices and log in with your credentials
- Select PAY MY BILL and drop down to MAKE A PAYMENT

Customers can choose to make a one-time payment or recurring invoice amount.



Understanding Your Invoice and Affidavit



INVOICE NO.
ABC123

INVOICE DATE
4/24/2022

BILL CYCLE
202204

INVOICE DUE DATE
5/29/2022

ATTN: Contact Name
Company Name
123 Main Street
Chicago, IL 60607

INVOICE

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
Company Name	A123	Client Name	123456

ORDER NO.	MARKET	PRODUCT TYPE	COST	UNITS ORDERED	UNITS AIRED
ABC123	Chicago	Digital TV	\$1,250.00		
	Chicago	TV	\$3,756.65	1140	1138

INVOICE NOTES
Apr 22

Gross Advertising Total	\$5,006.65
Agency Commission	(\$751.05)
Net Advertising Total	\$4,255.60


Terms:

Net 30 Days

Mail to:

EFFECTV
P.O. BOX 415949
BOSTON, MA 02241-5949

Invoice: The total payment amount due and the corresponding campaign.



INVOICE NO.
ABC123

INVOICE DATE
4/24/2022

BILL CYCLE
202204

INVOICE DUE DATE
5/29/2022

AFFIDAVIT

Product:
Estimate No:
Campaign No:

Comcast Order No: ABC123
TIM Est No: 3614407
AE Name: Account Executive Name

Market: Chicago
Contract Type: Multi

Commercial Summary

Spot ID	Title	Zone	Networks	Spots	Cost
DEF7890	Title #1	CHIC Interactive/8500	ESTV	1	\$625.00
GHK4567	Title #2	CHIC Interactive/8500	ESTV	1	\$625.00

Channel Summary

Network	Zone	Spot ID	Spots	Cost
ESTV	CHIC Interactive/8500	GHK4567	1	\$625.00
ESTV	CHIC Interactive/8500	DEF7890	1	\$625.00

Charge Type


Digital TV

Rate

\$1,250.00

Order# CN698935 Total: \$1,250.00

Affidavit: The official report outlining exactly when/where your advertising commercial aired during your campaign and the summary of total number of commercials and cost by network and zone.



INVOICE NO.
ABC123

INVOICE DATE
4/24/2022

BILL CYCLE
202204

INVOICE DUE DATE
5/29/2022

AFFIDAVIT

Product:
Estimate No:
Campaign No:

Comcast Order No: ABC123
TIM Est No: 3614407
AE Name: Account Executive Name

Market: Chicago
Contract Type: Multi

Commercial Summary

Spot ID	Title	Zone	Networks	Spots	Cost
DEF7890	Title #1	South Sub-Kank IL U-verse/4096, South Suburban Chicago/1734	BET, BRVO, CMDY, CNN, ESP2, ESPN, FS1, MNBC, NSCH, OWN, TNT, TV1, USA, VH1	566	\$1,840.77
GHK4567	Title #2	South Sub-Kank IL U-verse/4096, South Suburban Chicago/1734	BET, BRVO, CMDY, CNN, ESP2, ESPN, FS1, MNBC, NSCH, OWN, TNT, TV1, USA, VH1	572	\$1,915.88

Channel Summary


Network	Zone	Spot ID	Spots	Cost
ESPN	South Suburban Chicago/1734	GHK4567	23	\$292.27
FS1	South Suburban Chicago/1734	GHK4567	20	\$45.10
NSCH	South Suburban Chicago/1734	GHK4567	23	\$61.81
TNT	South Sub-Kank IL U-verse/4096	GHK4567	21	\$46.41
ESPN	South Sub-Kank IL U-verse/4096	GHK4567	24	\$66.22
FS1	South Sub-Kank IL U-verse/4096	GHK4567	26	\$20.60
NSCH	South Sub-Kank IL U-verse/4096	GHK4567	22	\$23.13
TNT	South Suburban Chicago/1734	GHK4567	22	\$194.52
TV1	South Suburban Chicago/1734	GHK4567	7	\$10.40
BRVO	South Sub-Kank IL U-verse/4096	GHK4567	24	\$36.35
BRVO	South Suburban Chicago/1734	GHK4567	24	\$143.04
ESP2	South Suburban Chicago/1734	GHK4567	23	\$63.84
MNBC	South Suburban Chicago/1734	GHK4567	24	\$113.14
USA	South Sub-Kank IL U-verse/4096	GHK4567	23	\$51.44

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effectv.com

866.531.1721

EffectvClientCare@comcast.com



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Pay Online

- Customers can pay online at their convenience by visiting effectv.com/invoices
- Effectv accepts all major credit cards and automated clearing house (ACH) payments



Check or Money Order

- Accepted via standard USPS mail service, or via overnight delivery
- Please include invoice number and payment amount to be applied on all checks and money orders



ACH and Wire Payments

- Account #: 3756580897
- ACH #: 111000012
- Domestic & International # / Wire #: 026009593
- Swift Code: BOFAUS3N
- Customers must email remittance details to EffectvClientCare@comcast.com to ensure accurate payment posting

Lockbox Standard Mail

Effectv
PO Box 415949
Boston, MA 02241-5949

Overnight Lockbox

Effectv
c/o Box 415949
2 Morrissey Blvd.
Dorchester, MA 02125

2024 Recurring Charge Schedule For Prepay Customers

Charge Date

Order Entry & Revision Deadline

JANUARY								FEBRUARY								MARCH								APRIL							
	M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU
1	1	2	3	4	5	6	7		29	30	21	1	2	3	4		26	27	28	29	1	2	3	14	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14	6	5	6	7	8	9	10	11	10	4	5	6	7	8	9	10	15	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21	7	12	13	14	15	16	17	18	11	11	12	13	14	15	16	17	16	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28	8	19	20	21	22	23	24	25	12	18	19	20	21	22	23	24	17	22	23	24	25	26	27	28
5	29	30	31	1	2	3	4	9	26	27	28	29	1	2	3	13	25	26	27	28	29	30	31	18	29	30	1	2	3	4	5
MAY								JUNE								JULY								AUGUST							
	M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU
	29	30	1	2	3	4	5		27	28	29	30	31	1	2	27	1	2	3	4	5	6	7		26	27	28	1	2	3	4
19	6	7	8	9	10	11	12	23	3	4	5	6	7	8	9	28	8	9	10	11	12	13	14	32	5	6	7	8	9	10	11
20	13	14	15	16	17	18	19	24	10	11	12	13	14	15	16	29	15	16	17	18	19	20	21	33	12	13	14	15	16	17	18
21	20	21	22	23	24	25	26	25	17	18	19	20	21	22	23	30	22	23	24	25	26	27	28	34	19	20	21	22	23	24	25
22	27	28	29	30	31	1	2	26	24	25	26	27	28	29	30	31	29	30	31	1	2	3	4	35	26	27	28	29	30	31	1
SEPTEMBER								OCTOBER								NOVEMBER								DECEMBER							
	M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU		M	T	W	TH	F	SA	SU
	26	27	28	29	30	31	1		30	1	2	3	4	5	6		26	27	28	29	1	2	3		25	26	27	28	29	30	1
36	2	3	4	5	6	7	8	41	7	8	9	10	11	12	13	45	4	5	6	7	8	9	10	49	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15	42	14	15	16	17	18	19	20	46	11	12	13	14	15	16	17	50	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22	43	21	22	23	24	25	26	27	47	18	19	20	21	22	23	24	51	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29	44	28	29	30	31	1	2	3	48	25	26	27	28	29	30	1	52	23	24	25	26	27	28	29
40	30	1	2	3	4	5	6																	53	30	31	1	2	3	4	5

Order Handoff to Effectv

In order to start your campaign, Effectv needs to convert and input your order into our systems. To be on air for the next day, we need your new order by 5:00 P.M. two days prior to air, or your order revision by 9:00 A.M. the day before air. Saturday, Sunday, and Monday new order starts are all due by 5:00 P.M. on Thursday. Saturday, Sunday, and Monday order revisions are due at 9:00 A.M. on Friday. Any holiday deadlines will be communicated to you by your AE.

Sweeps Content Delivery Deadlines

For sweeps clients, ad copy instructions (including spot names and air dates) must be delivered by the standard deadline of 10:00 A.M. market time the day before airing (10:00 A.M. market time Friday for Saturday, Sunday, and Monday log dates). For spots scheduled to air before 2:00 P.M market time, content is due by 5:00 P.M market time the night prior to air to avoid scheduling disruption. For spots scheduled to air after 2:00 P.M market time, content is due six hours prior to air. A generic spot is requested should there be delivery or timing issues. The generic spot should be usable for the duration of the campaign.

Content & Instructions

Instruction on what, when, and how to run your advertisements (copy instructions) are due by 10:00 A.M. the day prior to your order start date. For Saturday, Sunday, and Monday starts, instructions are due by 10:00 A.M. on Friday. Content follows the same deadlines as Copy Instruction. To help copy instruction input accuracy, all instructions should include the information listed below. Please reach out to your Account Executive or Campaign Manager if you have any questions regarding these copy instruction details.

Business Name: Please use the name of business and not the specific name of the client.	In-house ID or ISCI: Unique identifier of video ad
Estimate ID (is used): Estimate IDs are used by agencies to uniquely identify specific advertising campaigns	Rotation %: If you want more than one video ad playing, what % of the order would you like them to air?
Start Date: When do you want the video ad to begin airing?	URL: If you have purchased our streaming product, what URL would you like the video to link to?
Stop Date: When do you want the video ad to stop airing?	Notes: Any notes you think we might need to help ensure a successful setup of your campaign?
Video Ad Title: Name of video file uploaded or sent to Effectv	

- 

Cable Content Requirements Guide
- 

Digital Content Requirements Guide
- 

A/V Specifications (For Producers)
- 

Legal Guidelines For Content
- 

Advertiser Terms and Conditions

Q: If I've pre-paid my account, why am I still receiving an invoice?

As a pre-pay client, you will receive a customer statement reflecting payment, as well as an invoice/affidavit. The invoice/affidavit indicates campaign completion. This invoice does not indicate any additional payment required. A customer statement will be sent to indicate payment confirmation.

Q: How do I know that my commercial aired?

At your request, your Account Executive can provide you with a listing of all times, networks, and dates that your commercial aired during your campaign. Please see Affidavits section for more information.

Q: What are your credit terms?

Credit terms are either pre-pay or Net 30.

Q: When will I receive my bill?

This depends on how your account is set up. Broadcast month customer invoices are available after 3:00 P.M. on the first Friday of the new broadcast month. Calendar month customer invoices are available after 3:00 P.M. of the second Friday of the new broadcast month.

Q: When is my bill due?

Your Effectv bill is due within 30 days of invoice date.

Q: What types of payments do you accept?

We accept checks, money orders, all major credit cards, and automated clearing house (ACH) payments.

Customer Portal Support

Effectv: Effectv's website has information about our impactful TV and streaming offerings, promotional opportunities, targeting, and much more. effectv.com

Comcast Portal: This is Effectv's electronic delivery method for your monthly invoices and affidavits. The portal provides immediate online access to your invoice and affidavit every month, eliminating days of delivery time. It also provides the ability to archive or email any of your Effectv billing documents electronically. effectv.com/invoices

Your Account: For all account-related questions, please contact your Customer Success team. EffectvClientCare@comcast.com or 866.531.1721



“
Creative is the biggest factor in ad effectiveness, driving 49% of the final result.*

Creative Matters

Mnemonic makes brands memorable by captivating audiences, inspiring action, and amplifying campaigns with unforgettable multi-platform advertising experiences. As Effectv’s award-winning creative agency, we blend our insatiable creative spirit with Effectv’s ability to deliver targeted, data-driven advertising in a modern, multi-screen world.

www.MnemonicAgency.com



*In a meta-study of almost 450 CPG campaigns across digital and TV formats, NCSolutions © September 2023








Media Submission Guide

This section provides an outline of the technical requirements, best practices, and expectations for the Effectv media submission process for linear television. The topics below will provide an overview of how to successfully navigate the process to enable an efficient experience.

Electronic Delivery Systems

Below is a list of approved third-party electronic delivery systems that are currently integrated into our media submission process. You may send your content to us via any of the below providers. Due to information security protocols, we are not able to navigate to third-party FTP sites to download media. Comcast Ad Delivery Lite provides a free upload option to any of our Effectv markets. The other delivery systems listed below are approved and provide additional services for a fee. All content must be delivered to Effectv by 10:00 A.M. one business day prior to airing.

Approved Media Submission Systems

	<u>Comcast Ad Delivery</u> 855.858.1942		<u>Comcast Ad Delivery Lite</u> 855.858.1942
	<u>Centaur</u> 212.400.1683		<u>Extreme Reach</u> 877.769.9382
	<u>On The Spot Media</u> 855.855.6876		<u>Spot Genie</u> 888.202.1631
	<u>Spot Traffic</u> 866.992.9902		

These guidelines and standards apply to all media systems (television and streaming.)

Subject Matter

We review all commercials to ensure compliance with federal, state, and local laws, network agreements, and company policies. Here is a link to the advertising subject matter guide along with our Terms and Conditions:

- [Advertiser Terms and Conditions - Effectv](#)
- [Advertising Content Guidelines - Effectv](#)

High-risk content (e.g., political, casino, adult, etc.) may be subject to additional review. Please try to submit this content as early as possible. Content that does not meet the required specifications or quality standards will not be accepted.

Spot Retention Policy

Effectv will retain non-contracted content for 90 days and contracted content for 18 months after the last day of air. Content that falls outside this retention period will be purged and no longer available to play on our systems. New content will need to be resubmitted. As playback formats and video technologies rapidly change, it is a good practice to refresh your content on a regular basis for the best viewing experience.

Video Content Exact Length

We accept only standard-length ads at exact length (:15, :30, :60, :90, :120 seconds) with no extra frames. Please submit content that is compliant with the times listed above. Content should contain the ad only; no extra black, slates, or color bars will be accepted. If content is received and not properly formatted, it will be delayed or rejected and may require resubmission. For content that is more than five minutes, please contact the Content team directly.

These guidelines and standards apply to all media systems (television and streaming.)

Resolution

Effectv is capable of transcoding your content for use on a wide array of platforms and playback devices. Submission of one, uniquely named, high-quality HD commercial is recommended. The Content team will create all versions needed from this one submission. As such, SD and other lower-quality commercial formats are not accepted. How a commercial appears at playout is directly affected by how it is delivered into our systems.

It is important to note that even extremely high-quality content could have an adverse effect during playback. For example, producing a spot at 4K resolution, with a film frame rate and thin fonts, may not display well when played on a standard definition television or on a device viewed at a lower bandwidth. Be aware that a good understanding of how your content is formatted, your target audience, and the platform on which it is airing is critical to achieving the desired playout experience. Please contact the **Effectv Content Quality** team to ensure expectations are aligned.

File Quality Checks

Our ingestion system is automated and will perform QC checks as soon as you upload. Submitted files that fall outside our standard criteria will be delayed or fail in process. A failed file is deleted and not recoverable. We are not able to modify failed files; a revised file will need to be submitted in order for the commercial to run.

Restrictions

Due to information security protocols, we are not able to navigate to third-party FTP sites to download media. Please be mindful that Effectv is an ingest facility only; we do not have the capability to distribute media to other vendors or providers.

Contact

If you have any questions concerning your media, please contact the **Effectv Content Quality** team.

These guidelines and standards apply to all media systems (television and streaming.)

HD Video Format

Stream Type	MPEG-2 Program Stream	Apple ProRes 422	DV/DVCPRO-NTSC, Avid DV/DV50	H.264
Video Bitrate	20 – 100 Mbps (CBR or VBR)	40 - 220 Mbps (VBR)	145/220 Mbps (CBR)	15 - 100 Mbps (CBR or VBR)
Frame Rate	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)	29.97	29.97 (1080i), 59.94 (720p)
GOP Structure	Closed GOP	N/A	N/A	N/A
Closed Captioning 1	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708
Chroma	4:2:0, 4:2:2	4:2:2	4:2:2	4:2:0
Interlacing	Upper Field First (1080i), Progressive (720p)	Upper Field First (1080i), Progressive (720p)	Upper Field First (1080i), Progressive (720p)	Progressive
Aspect Ratio	16:9	16:9	16:9	16:9
Width/Height	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)
Audio Type	MPEG-1 Layer 2	LPCM	LPCM	LPCM
Typical Transfer 2	2 - 40minutes	4 - 90 minutes	15 - 90 minutes	2 - 20 minutes
Typical Export 3	< 1 minute	< 1 minute	< 1 minute	30-60 minutes
Notes	MP@HL, HP@HL	ProRes422 LT, ProRes 422, Pro Res 422 HQ are all acceptable	DNxHD 145, DNxHD220 are both acceptable	M@L3.1, M@L4, L4.1, L4.2 are all accepted

HD Audio Format

Encoding Type	MPEG-1 Layer 2	LPCM	LPCM
Number of Channels	2 - Stereo	2 - Stereo	6,8, or 10
PIDs/Channel per PID	1/2	1/2	3/2, 4/2, 5/2, 1/6, 1/8, 1/10
Channel 1	Stereo Left	Stereo Left	Left Front
Channel 2	Stereo Right	Stereo Right	Right Front
Channel 3		Mono SAP (optional)5	Center
Channel 4		Mono VDS (optional)5	Low Frequency Effects
Channel 5			Left Surround
Channel 6			Right Surround
Channel 7			Lt Stereo (optional) 4
Channel 8			Rt Stereo (optional) 4
Channel 9			Mono SAP (optional) 5
Channel 10			Mono VDS (optional) 5
Bit Rate	384 Kbps	1536 Kbps	1536 Kbps
Bit Depth	16	16	16
Sampling Rate	48 KHz	48 KHz	48 KHz
Average Peak Audio Max	-10 dBFS	-10 dBFS	-10 dBFS
Average Levels	-20 dBFS	-20 dBFS	-2 dBTP

*See next page for footnotes.

These guidelines and standards apply to all media systems (television and streaming.)

Video File Specification Details

SD formats should not be submitted. Commercials that are not exact lengths may be rejected. (See below.)

Leading Black	Slate	Black	Spot	Trailing Black
0	0	0	15 sec/450 frames, 30 sec/900 frames 60 sec/1800 frames, 90 sec/2700 frames 120 sec/3596 frames, 5 min/8992 frames	0

Footnote Details From Previous Page

1. For MPEG formats, Comcast Technology Solutions supports HD closed captioning in an EIA-708 encoding in ATSC A/53 user data. An additional EIA-608 encoding, also as ATSC A/53 user data, is required for backward compatibility reasons. For QuickTime formats, Comcast supports closed captioning in an EIA-708 encoding as a QuickTime closed captioning text track. An additional EIA-608 encoding also within a QuickTime closed captioning text track is required for backward compatibility reasons and additionally as SCTE-20 user data (for MPEG-PS ATSC A/53 only is required).

2. Uploading a :30 spot to Comcast Ad Delivery Lite assuming an average bandwidth of 5 Mbps. Use <https://speedtest.xfinity.com> to give you an idea of your bandwidth. 5 Mbps is the suggested minimum bandwidth.

3. Estimated time to fully export from a typical video editing system.
4. When sending 5.1 audio, the Lt/Rt pair is optional and we will automatically create the pair as a mix down of the 5.1 channels. If the Lt/Rt pair is included, then we will use those and not create a mix down. Both sides of the pair must be included. If you do not have Lt/Rt pair do not send these channels as silence, but rather do not include these channels.

5. Any audio on channel 3,4 when sending stereo or channel 9,10 when sending 5.1 is assumed to be SAP and VDS. If you do not have SAP and VDS do not send these channels as silence, but rather do not include these channels. If you have SAP or VDS then include both channels but make the one you don't have silent.

6. Comcast Technology Solutions adheres to SMPTE RP 2046-2 - title safe areas should be 90% of the width and 90% of the height of the part of the image to be extracted. Comcast Technology Solutions determines duration based on 29.97 DF regardless of source media frame rate. All content delivered over :120, should be edited and uploaded using DF.

These guidelines and standards apply to all media systems (television and streaming.)

Q: Do you offer video and/or digital creative services?

Yes, Effectv offers video and digital production services through our award-winning agency, Mnemonic, and can help you create impactful advertising campaigns from start to finish.

Q: How do I get my commercial to you?

You may deliver commercials through one of our approved media submission system partners. Comcast Ad Delivery Lite provides a free upload option to any of our Effectv markets. All commercials should be broadcast-quality files that are ready to air, exact length with no slate or black.

Q: Can we use a commercial that is already produced?

Yes, commercials that are already produced can be used for your campaign.

Q: How soon after upload can my commercial start airing?

All content must be accepted by 10A one business day prior to airing.

Q: Can I access previously submitted commercials?

Effectv will retain non-contracted content for 90 days and contracted content for 18 months after the last day of air. Content that falls outside this retention period will be purged and no longer available and will need to be resubmitted.

Media Submission Helpful Links**Content Team – United States**

Via Email: **_spt-qcc-content-team_@comcast.com**

Via Phone: 610.350.2734

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2024 Broadcast Calendar

Broadcast Invoices Available

Calendar Invoices Available

Company Observed Holidays

JANUARY							
	M	T	W	TH	F	SA	SU
1	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28
5	29	30	31	1	2	3	4

FEBRUARY							
	M	T	W	TH	F	SA	SU
	29	30	21	1	2	3	4
6	5	6	7	8	9	10	11
7	12	13	14	15	16	17	18
8	19	20	21	22	23	24	25
9	26	27	28	29	1	2	3

MARCH							
	M	T	W	TH	F	SA	SU
	26	27	28	29	1	2	3
10	4	5	6	7	8	9	10
11	11	12	13	14	15	16	17
12	18	19	20	21	22	23	24
13	25	26	27	28	29	30	31

APRIL							
	M	T	W	TH	F	SA	SU
14	1	2	3	4	5	6	7
15	8	9	10	11	12	13	14
16	15	16	17	18	19	20	21
17	22	23	24	25	26	27	28
18	29	30	1	2	3	4	5

MAY							
	M	T	W	TH	F	SA	SU
	29	30	1	2	3	4	5
19	6	7	8	9	10	11	12
20	13	14	15	16	17	18	19
21	20	21	22	23	24	25	26
22	27	28	29	30	31	1	2

JUNE							
	M	T	W	TH	F	SA	SU
	27	28	29	30	31	1	2
23	3	4	5	6	7	8	9
24	10	11	12	13	14	15	16
25	17	18	19	20	21	22	23
26	24	25	26	27	28	29	30

JULY							
	M	T	W	TH	F	SA	SU
27	1	2	3	4	5	6	7
28	8	9	10	11	12	13	14
29	15	16	17	18	19	20	21
30	22	23	24	25	26	27	28
31	29	30	31	1	2	3	4

AUGUST							
	M	T	W	TH	F	SA	SU
	26	27	28	1	2	3	4
32	5	6	7	8	9	10	11
33	12	13	14	15	16	17	18
34	19	20	21	22	23	24	25
35	26	27	28	29	30	31	1

SEPTEMBER							
	M	T	W	TH	F	SA	SU
	26	27	28	29	30	31	1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30	1	2	3	4	5	6

OCTOBER							
	M	T	W	TH	F	SA	SU
	30	1	2	3	4	5	6
41	7	8	9	10	11	12	13
42	14	15	16	17	18	19	20
43	21	22	23	24	25	26	27
44	28	29	30	31	1	2	3

NOVEMBER							
	M	T	W	TH	F	SA	SU
	26	27	28	29	1	2	3
45	4	5	6	7	8	9	10
46	11	12	13	14	15	16	17
47	18	19	20	21	22	23	24
48	25	26	27	28	29	30	1

DECEMBER							
	M	T	W	TH	F	SA	SU
	25	26	27	28	29	30	1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
53	30	31	1	2	3	4	5

Here are the definitions of some commonly used terms for TV and streaming advertising campaign planning, delivery, and measurement.

For a more robust list, visit the [Streaming Glossary](#) on Effectv.com

Attribution: The ability to see the impact of campaign touchpoints as they drive sales or other outcomes.

DMA: Designated market areas, or DMAs, are geographic areas in the United States in which local television viewing is measured (also commonly referred to as a “media market.”)

Impressions: A measure of the number of times an ad is delivered. Each time your ad is shown (runs), it is counted as one impression.

Interconnect: An aggregation of zones in a DMA representing subscribers across different video providers. Makegood: The replacement ad distributed when an ad does not air as scheduled.

Multiscreen: The viewing/consumption of content across multiple devices or “screens.”

Nielsen Rating: The estimated audience size of a particular television program expressed as a percent. Nielsen Media Research uses a measurement system that takes the data from a sample audience to make assumptions about a larger audience.

OTT: Over-the-top, or OTT, is a streaming media service offered directly to viewers via the internet.

Reach: The number of people exposed to a commercial during a given advertising schedule. You can expand your reach by advertising on additional networks that make sense for your business.

Spot: A television commercial.

VOD: Video on demand, or VOD, allows users to access video entertainment without a traditional video entertainment device.

Zone: DMAs are broken into smaller geographic areas called zones. Zones allow you to use your advertising dollars more efficiently by only placing your advertisements in areas that matter to your business.

Customer Success Team

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