

**E! Networks Broadcast Specifications:
for E! Entertainment Television and style.**

Ship Materials To:

E! Entertainment Networks
5750 Wilshire Blvd.
Traffic - 4th floor
Los Angeles, CA 90036

Commercials:

Send **ONE** Beta SP videotape of EACH individual commercial. One tape is sufficient for both networks if they are airing the same commercial. Both networks are in the same building and we **can** share tapes. Tapes must be in-house three working days prior to the first air date. **ONLY** Beta SP videotape is acceptable.

See *Traffic Dept. Contacts* below for any commercial questions.

Traffic Department Contacts:

E! Entertainment Television - please see below for the letter that your advertiser begins with.

All advertisers beginning with the letter A-I: Shellisa McDonald 323) 954.2528

(ALL **PI** advertises for E!)

(All **Paid Programming** for E!)

All advertisers beginning with the letter M-Z and Deborah Robinson 323)692-4627

style. -

All advertisers: Steven Lee 323) 692.4626

Fax for both networks: E! and **style.** share: 323) 954.2665

Sponsor Billboards:

E! Entertainment Television - Jesus Putnam 323-954-2553

style. - Steven Lee 323) 692-4626

Sponsor logos or product shots should be in one of the following formats:

Art card or photostat: gives the *highest* quality reproduction

Color or black/white slide: good quality reproduction

JPEG file

The following are unacceptable:

Letterhead logos, Actual product packaging

Electrostatic or xerox copies

Freeze frame on video

Sponsor voice-over copy should accompany the materials and be five (5) seconds in length and must have a pull date.

Billboard material must be received fourteen (14) working days prior to the first air date so that we can have these produced for air.

Paid Programming:

ONE Beta SP videotape of each commercial.

All paid programming tapes must be **DROP FRAME** and show duration 28:30.

Tapes **MUST** be in-house seven (7) working days prior to the first air date or your tape will not air. Once we receive your tape, it is sent to our scheduling department to check quality assurance in the areas of drop frame, show duration, program content and audio/video quality.

The 800# must be indicated on the box label.