



Formats and Tape Sequence

Programme tapes must be in one of the following formats:

Beta SP / Digital Beta / Beta SX

International PAL tapes must be either:

Beta SP DVCam or Mini DVs.

Each tape must include the following sequence:

1. 60 seconds of bars and tone (must match programme levels)
2. Audio should be full mono mixed on Channel 1 and Channel 2
3. Five seconds of black
4. Slate (include programme name, programme #, and total programme length)

5. Ten seconds of black
6. Programme lengths (open through close) need to be 28:30 or 58:30
7. **Promo** length :30 spot with a :07 sec. open/end (:23/:07) and full :30 sec. music bed. (audio :23 and background music :07)

The tape and box cassette must be labeled:

1. Network Name on which programme is to air (INSP or INI)
2. Programme & Host Name
3. Programmer's Program Number
4. Air date (MM/DD/YYYY)
5. The label should be on the spine of the tape box for easy identification

Traffic and Shipping

1. Written traffic instructions:

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

2. Name, phone number and e-mail address of Programmer's 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 Scheduling Department by sending an email to Shirley Hunt at: shunt@insp.com

Our shipping address is:

Inspiration Networks
Attn: Traffic Department
9700 Southern Pines Blvd.
Charlotte, NC 28273
US Phone Number 803.578.1000
International Phone Number +1.803.578.1000





Inspiration Networks
3000 WorldReach Drive
Indian Land, SC 29707
US: 803.578.1000
UK: +44 (0)20 3318 0068
www.ini.tv/clients

PROGRAMME GUIDELINES

Miscellaneous

Send a generic programme to air in the event your tape does not arrive or has technical problems. Please indicate on tape.
(i.e. "Programmer Name" Back-up)

Keep lower right corner clear of all graphics for display of Network Logo.

Programmers may utilize up to three minutes in each 28:30 programme for fundraising activities, as reflected in The Inspiration Network's fundraising policy.

