

# **Guidelines**

- **Sectionals**
- **Cut-Ins**
- **Blackouts**

# Sectionals

A sectional or copy split enables an advertiser to simultaneously air two or more different commercials in different regions / areas of the country.

## **Ordering**

Since all sectionals are subject to facilities' availability, the agency must initially submit desired feed geography so that Sectional Sales can determine whether ABC-TV Operations can accommodate the request.

For sectionals to go to order, **all** information in the sectional order form must be in writing. **No** verbal orders will be accepted. Sectional orders must be received by Sectional Sales at least fourteen days prior to the first ABC telecast date.

The agency is required to deliver commercial materials and traffic instructions in accordance with the guidelines outlined in the ABC-TV Commercial Integration Procedures Manual.

## **Fees**

Charges are dependent upon the geography of the order and Feed patterns of certain ABC News Programs. Integration fees also apply.

## **Cancellation**

It is the agency's responsibility to notify Sectional Sales when sectional units are moved or cancelled. In order for a sectional unit to be moved or cancelled, written notice must be received by Sectional Sales at least three business days prior to the affected telecast date, or the agency may be subject to full sectional feed charges.

# Cut-Ins

Cut-ins enable advertisers to air different copy in selected markets. When facilities' availability precludes a sectional feed, cut-ins will be required.

## Ordering

For cut-ins to go to order, **all** information in the cut-in order form must be in writing. **No** verbal orders will be accepted.

Cut-in orders must be received by Sectional Sales at least seven days prior to the first ABC telecast date.

The agency is required to deliver commercial materials and traffic instructions to the cut-in stations at least 72 hours prior to the first ABC network telecast date. If this material arrives late and the station can not perform the cut-in, cut-in charges may be assessed by the station.

Cut-in authorization and commercial positioning will be furnished by ABC-TV to those stations performing cut-ins. Stations will **not** perform a cut-in without network authorization.

## Fees

Please request the ABC Cut-in Rate Schedule. Cut-in rates are net per unit per occasion.

## Cancellation

It is the agency's responsibility to notify Sectional Sales when cut-ins are moved or cancelled.

In order for cut-ins to be moved or cancelled, written notice must be received by Sectional Sales at least three business days prior to the affected telecast date.

# Blackouts

Blackouts enable advertisers to exclude markets from their ABC-TV buy.

## **Ordering**

For blackouts to go to order, **all** information in the blackout order form must be provided in writing. **No** verbal orders are accepted.

Sectional Sales will forward blackout authorization and commercial positioning to the stations. Stations will not perform blackouts without network authorization.

## **Fees**

There is no charge provided blackout orders are received by Sectional Sales in writing at least seven days prior to the first ABC blackout date. In the event blackouts are ordered in less than seven days, local cut-in fees may be charged.

## **Cancellation**

It is the agency's responsibility to notify Sectional Sales when blackouts are moved or cancelled.

In order for blackouts to be moved or cancelled, written notice must be received by Sectional Sales at least three business days prior to the affected telecast date.