

# WJAC-TV 6 - Capabilities Information



## How can we help your business?

Each business, each client and each need is unique- there is no one-size-fits-all advertising solution. At WJAC-TV, we've made it our business to get to know your business.

We have a unique approach to get you your own tailored marketing solution. We will custom fit your own results oriented marketing strategy in conjunction with our unique way of solution based marketing and commercial production.

WJAC-TV Marketing Executives are your primary contacts and will act as liaisons to the rest of station departments.

Our Marketing Executives are trained to discover your specific needs and deliver a customized solution.

### WEB FORMATS ACCEPTED: .bmp, .jpg, .tif

File Wrapper: Quicktime

Video Resolution 720x780 / 29.97fps

Compression Codec: H.264 Sorenson Video 3 Compressor,  
Top field First, Audio: PCM, 16 Bit, 48Khz Sample Rate, Stereo

File Wrapper: MPG

Video Resolution: 1920 x 1080 or 720x480 / 29.97fps,

Compression Codec: MPEG2, Audio: PCM, 16 Bit,  
48Khz Sample Rate, Stereo

### TAPE FORMATS ACCEPTED: DVC Pro, Mini DV, Beta, DVD

## DELIVERY OF COMMERCIALS:

The best quality for commercial delivery for **HIGH DEFINITION** could use the following services: DG, Extreme Reach, Easy Spot and On The Spot

Commercial delivery for **STANDARD DEFINITION** (WJAC FTP SITE):

### WINDOWS COMPUTERS

Right click on the windows START button.

Click on explore "Open Windows Explorer".

In the address bar type <ftp.sbgnet.com> and hit enter.

A window for your user ID and password will pop up.

User: WJACClient (case sensitive)

Password: 6wjaccli3nt (case sensitive)

This will open a window that displays the files that are on our ftp server.

Users can now copy/paste or drag files in and out of the folder.

### MACINTOSH / APPLE COMPUTERS

Open Finder.

From Finder, select Connect to Server from the Go menu.

Type <ftp.sbgnet.com> in the "Address" field at the bottom of the "Connect to Server" window.

Click Connect.

A window for your user ID and password will pop up.

Name: WJACClient (case sensitive)

Password: 6wjaccli3nt (case sensitive)

This will open a window that displays the files that are on our ftp server.

Users can now copy/paste or drag files in and out of the folder.