



Sales / Traffic Guidelines

Paramount September 2024

Traffic Schedule Deadlines

- All times are in **AEST (Australian Eastern Standard Time)** and align to Queensland
- Download days / times are subject to change
- Except for substantiated legal reasons, in which case a 4-hour notice is needed, all change requests will be made to the next available TX schedule
- Nickelodeon schedule downloads are 2 days prior to telecast

WORKDAY	TX SCHEDULE DAY FOR 10s, PEACH, BOLD	TX SCHEDULE DAY FOR NICKELODEON	DOWNLOAD DEADLINE	MATERIAL INSTRUCTIONS	CAD / PARAMOUNT APPROVAL & MATERIAL
MONDAY	Tuesday	Wednesday	Monday 1pm	Wednesday prior	Thursday 3pm
TUESDAY	Wednesday	Thursday	Tuesday 1pm	Wednesday prior	Friday 3pm
WEDNESDAY	Thursday	Friday	Wednesday 1pm	Wednesday prior	Monday 3pm
THURSDAY	Friday & Saturday	Saturday & Sunday	Thursday 11am	Wednesday prior	Tuesday 3pm
FRIDAY	Sunday & Monday	Monday & Tuesday	Friday 11am	Thursday prior	Wednesday 3pm

Material Instructions - Communications

- All material instructions are to be sent to the Commercial Allocations Team at CAT@networkten.com.au
- Please ensure you have your Network 10 Account Manager - Ad Sales CC'd on any material instructions sent to the Commercial Allocations Team.

TVC Creative Upload

- Upload TVCs via Adstream or Peach Classic and send to Paramount ANZ (Network 10)

Nickelodeon Channel Special Requirements

- The Network reserve the right to decline a campaign based on the creative, irrespective of initial approval levels
- Conditions apply to some products being advertised on this channel. Please refer to your Network 10 Account Manager - Ad Sales who will be able to advise you, or alternatively refer to the Standards & Practices Code 2019
- Nickelodeon channels to adhere to the Responsible Children's Marketing Initiative (RCMI) agreement
- Classification level of the TVC has a direct correlation to the classification level of the programme it is in