



# VIKINGS

## GAMEDAY LIVE



### VIKINGS GAMEDAY LIVE BROADCAST

Vikings Gameday Live is the official pre-game show of the Minnesota Vikings. The show is broadcasted from inside of U.S. Bank Stadium for Vikings home games and from the KMSP studios for away games.

Coverage is anchored by Fox 9's Hobie Artigue, with analysis from former Vikings players Rob Johnson and Ben Leber, KFAN's Paul Allen and field reports from Fox 9's Dawn Mitchell. Vikings Gameday Live airs on Fox affiliate KMSP and Fox Sports North.

### TRAFFIC INSTRUCTIONS FOR KMSP

- Spots must be delivered digitally. To upload spots to the KMSP BOX account, please contact [kmsp\\_traffic@FOX.COM](mailto:kmsp_traffic@FOX.COM) for an upload invitation. Spots may also be sent by Extreme Reach, Comcast AdDelivery, Yangaroo, or On the Spot. KMSP can download spots from partner FTP sites as well. Spots on videotape cannot be accepted.
- All instructions must have:
  - Title
  - Product/Est#
  - Ad ID
  - Duration
  - Rotation
  - Flight dates
  - Contact information
  - Delivery method

### KMSP CONTACT

KMSP TV  
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### PREFERRED FILE FORMAT FOR HD MEDIA

- Dimensions: 1280 x 720p or 1920 x 1080i/1080p
- Wrapper: MXF OP1a
- Video Codec: MPEG-2 HD or H.264 HD
- Audio Codec—Stereo:
  - PCM or AAC CH1/2
  - 16-bit, 48 kHz.
- Audio Codec—5.1:
  - PCM or AAC Surround Sound CH 1-6 L/R/C/LFE/Ls/Rs
  - (7&8 = Stereo Downmix when no DV/SAP present)
  - 16-bit 48 kHz

### SCHEDULE & DEADLINES

For the full broadcast schedule, visit:  
[www.vikings.com](http://www.vikings.com)

Please contact your partnership representative for deadline.

If updating throughout the season, send updated traffic at least 1 week in advance.

**Please send your commercial and traffic instructions to your Vikings partnership representative.**