



## VIKINGS LIVE BROADCAST

Vikings Live is a half hour show from TCO Studios featuring a live audience. The show features a live player interview by voice of the Vikings Paul Allen. In addition, former Viking Matt Birk along with former Gopher and Ravens receiver Ron Johnson will provide expert analysis to break down the week that was for your favorite team and preview the upcoming Vikings game.

Vikings Gameday Live airs on Fox affiliate KMSP.

## 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 KMSP and your Vikings representative.**

## 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  
Attn: David Gumlock  
11358 Viking Drive  
Eden Prairie, MN 55344-7258  
P:952-946-5681  
[kmsp\\_traffic@FOX.COM](mailto:kmsp_traffic@FOX.COM)  
[Jeanne.Ronchak@FOX.COM](mailto:Jeanne.Ronchak@FOX.COM)  
[David.Gumlock@FOX.COM](mailto:David.Gumlock@FOX.COM)

## 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 CH 1/2
  - 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