

## SpotXPress Detailed User Guide

SpotXPress is Cox Media's electronic delivery resource. This online tool provides you with hassle-free content delivery. Simply sign in to the SpotXPress website, upload and send your advertising content without ever leaving your workspace.



# SPOTXPRESS

**Easy / Tapeless / Green**

<http://spotxpress.coxmedia.com>



- » Superior audio and video quality for short and long form advertising.
- » Quick and easy online uploads eliminate the costs associated with video tapes.
- » Provide your spot to Cox Media with the fastest turnaround time possible.

## Prepare Spots for SpotXPress

1.1. Please keep the following file format recommendations in mind when preparing your production content for SpotXPress.

- 1.1.1. Maximum File Size: 2 GB
- 1.1.2. File Formats: .mpg, .mov,\* and avi.
- 1.1.3. Video Resolution: 720x480, 720x486, 1920x1080 and 1280x720
- 1.1.4. Audio Bit Depth: 16 bits

\* If you are uploading an .MOV file, it is especially important to only send the spot; No Color Bars, No Slate, and No Black. If a spot is 'cut to length' ensure it is +/- 5 frames from its intended length. If our encoding system encounters issues during the processing of .MOV file, a new file in .MPEG format may be requested.

## Register for SpotXPress

2.1. Using your designated web browser, navigate to the SpotXPress website:

<http://spotxpress.coxmedia.com/>

2.2. Home Page Navigation - The SpotXPress home page contains the following sections:

- 2.2.1. Frequently Asked Questions: Selecting this will open a window with a document of frequently asked questions about the site.
- 2.2.2. Detailed User Guide: Selecting this will open a window with a document outlining the methods and procedures for using SpotXPress.
- 2.2.3. SpotXPress for Producers: Selecting this will open a window with a document outlining methods and procedures for Cox Media producers.
- 2.2.4. Simplicity: Hovering over this will give an explanation for why the site offers simplicity. No document is linked to this image.
- 2.2.5. Savings: Hovering over this will give an explanation for how the site offers savings. No document is linked to this image.
- 2.2.6. Digital: Hovering over this will give an explanation for how the site offers ease of use by eliminating tapes. No document is linked to this image.



## Register for SpotXPress Cont.

- 2.2.8. Contact Us: By selecting this link, you will access contact information for SpotXPress Support and all Cox Media Markets.
- 2.2.9. Privacy Policy: By selecting this link, you will access legal information pertaining to Cox Media's Privacy Policy.
- 2.2.10. Terms & Conditions: By selecting this link, you will access Cox Media's Terms and Conditions. It is important to review this information prior to registering to use Cox Media's SpotXPress website for video uploads.
- 2.2.11. Help: By selecting this link, you will access information that will assist in properly and successfully uploading video content to SpotXPress.
- 2.2.12. Facebook logo: This link will take you to Cox Media's Facebook page.
- 2.2.13. Twitter logo: This link will take you to Cox Media's Twitter handle.
- 2.2.14. LinkedIn logo: This link will take you to Cox Media's LinkedIn page.
- 2.2.15. Cox Media logo: This link will take you to Cox Media's website.



Figure 2.2a: SpotXPress Home Page



## Register

3.1. Every user must register in order to use SpotXPress. On the home screen, click Register to begin your registration. You will be asked to fill in your contact information and accept the Terms & Conditions of the SpotXPress website.

**TIP**

Use your primary e-mail address when registering for SpotXPress. This is the e-mail address you will use to logon to the SpotXPress site and all spot upload confirmations will be sent to this e-mail address as well.

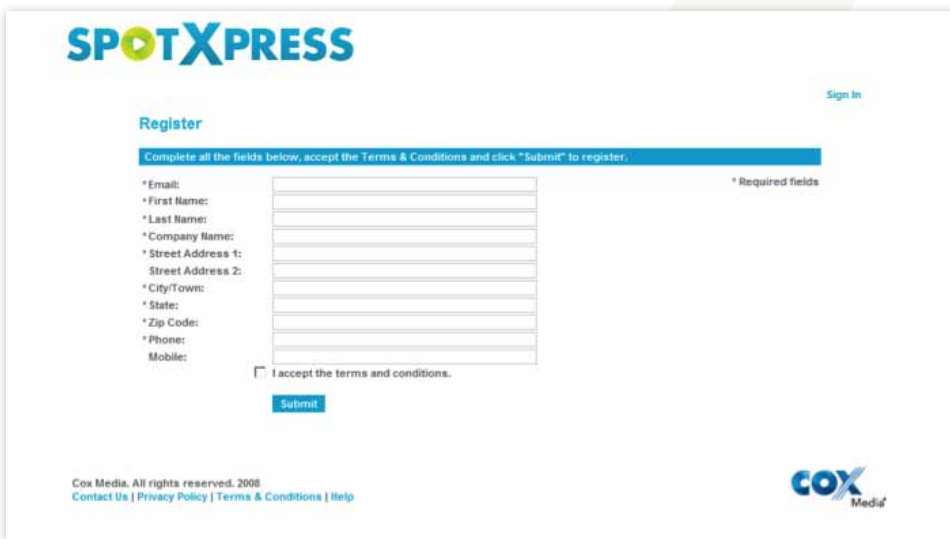
The image shows the SpotXPress registration page. At the top left is the "SPOTXPRESS" logo. At the top right is a "Sign In" link. Below the logo is the heading "Register". A blue banner contains the instruction: "Complete all the fields below, accept the Terms & Conditions and click 'Submit' to register." Below this is a list of required fields, each with an asterisk: \* Email:, \* First Name:, \* Last Name:, \* Company Name:, \* Street Address 1:, \* Street Address 2:, \* City/Town:, \* State:, \* Zip Code:, \* Phone:, and \* Mobile:. To the right of these fields is a vertical stack of input boxes. A note "\* Required fields" is positioned to the right of the input boxes. Below the input boxes is a checkbox labeled "I accept the terms and conditions." and a blue "Submit" button. At the bottom left, it says "Cox Media. All rights reserved. 2008" followed by links for "Contact Us", "Privacy Policy", "Terms & Conditions", and "Help". At the bottom right is the "COX Media" logo.

Figure 3.1a: SpotXPress Registration Page



## Using SpotXPress

4.1. Log on to SpotXPress by entering your e-mail address and clicking Sign In.

The image shows the sign-in section of the home page. It features a text input field for an email address. Below the input field is a checkbox labeled "Remember me next time". To the right of the input field are two blue buttons: "Sign In" and "Register".

Figure 4.1a: Sign In Home Page



# Upload Your Content

5.1. Contact Information: This section will auto-populate with your profile information.

SPOTXPRESS

Welcome melanie.boukas@coxmedia.com [Change Registration Info](#) [Sign Out](#)

Spot Upload

**DISCLAIMER - MULTIPLE SPOT UPLOADS**  
Users must accept the java applet to have access to the multi-spot upload functionality.

☐ Disable java use (select in case of upload issues)

Contact Information: Complete all the fields below.

\* First Name:

\* Last Name:

\* Company Name:

\* Street Address 1:

Street Address 2:

\* City/Town:

\* State:

\* Zip Code:

\* Phone:

Mobile:

\* Required fields

Figure 5.1a: Spot Upload - Contact Information

5.2. Distribution Sites: This section will allow you to select the specific market or location where the spot must be delivered. If the site you are looking for is not listed go to the help button at the bottom of the page click "Contact Us" to contact SpotXPress support.



Distribution Sites

Select Target Region: 

Central Region

Distribution Site:

☐ Ft. Smith-Fayetteville, AR

☐ Oklahoma City, OK

☐ Omaha, NE

☐ Topeka, KS

☐ Tulsa, OK

☐ Wichita, KS

You need to select at least one distribution site.

Figure 5.2a: Spot Upload - Distribution Sites



# Upload Your Content Cont.

5.3. Spot Information: Complete the spot information fields, browse to find the file you want to upload and click Submit.

*Note: You are able to upload multiple spots during your session. Each spot must be submitted individually and will show up in the Upload Status section.*

Spot Information: Complete all the fields below.

Client Name:

Spot Title:

ISCI Code:

Spot Duration (Seconds):

Not Selected

Send confirmation emails to the following recipients:

To enter multiple email addresses, separate each email with a comma.

PLEASE NOTE:

COX WILL ONLY ACCEPT 720x480, 1280x720 OR 1920x1080 FILES

Choose File:

Browse...

Comments / Scripts:

Submit

Figure 5.3a: Spot Upload - Spot Information

⚠ WARNING:

*It is critical that the spot name entered into SpotXPress matches the spot name on your traffic instructions. This will ensure that the media is quickly associated with the spot schedule without additional investigation.*



5.4. Upload Status: Once the files are submitted, you can monitor the status of the upload and receive notification that the file was uploaded successfully.

Upload Progress - Microsoft Internet Explorer provided by Cox Comm...

File Upload Progress

Upload Status:

Figure 5.3a: Spot Upload - Spot Information



# Upload Your Content Cont.

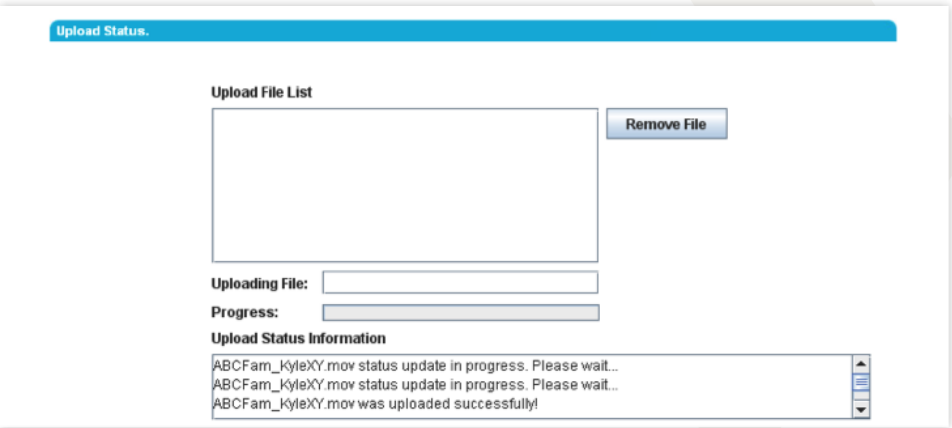


Figure 5.3a: Spot Upload - Spot Information

5.5. Once the spot is uploaded, you will receive an e-mail confirmation.

**Δ WARNING:**

*The confirmation e-mail confirms that the spot was uploaded successfully to the web server, but this does not mean that the spot is immediately available for processing. The spot must be transcoded prior to arrival. This could take anywhere from 10 minutes to 2 hours.*

