

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

Register for SpotXPress

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

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

TIP

Create a SpotXPress shortcut on your desktop. For Internet Explorer Click: File / Send / Shortcut to Desktop

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.



Figure 3.1a: SpotXPress Registration Page



Using SpotXPress

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



Figure 4.1a: Sign In Home Page



Upload Your Content

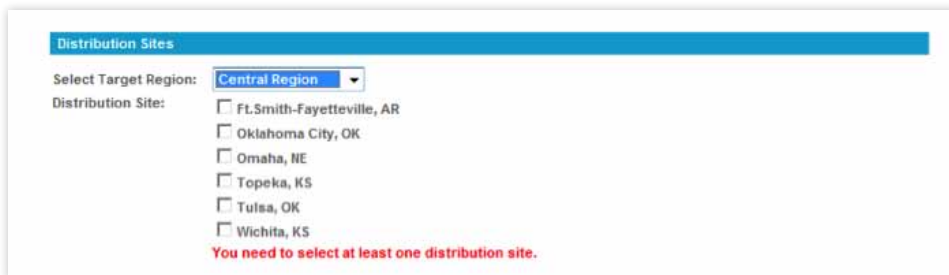
5.1. Contact Information: This section will auto-populate with your profile information.



The screenshot shows the 'Spot Upload' page on the SpotXpress website. At the top left is the 'SPOTXPRESS' logo. To the right, it says 'Welcome melanie.boukas@coxmedia.com' with links for 'Change Registration Info' and 'Sign Out'. Below this is the 'Spot Upload' heading and a disclaimer: 'DISCLAIMER - MULTIPLE SPOT UPLOADS Users must accept the java applet to have access to the multi-spot upload functionality.' There is a checkbox for 'Disable java use (select in case of upload issues)'. A blue header bar reads 'Contact Information: Complete all the fields below.' Below this is a list of form fields, each with an asterisk indicating it is required: First Name, Last Name, Company Name, Street Address 1, Street Address 2, City/Town, State, Zip Code, Phone, and Mobile. A '* Required fields' label is positioned to the right of the first few 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.



The screenshot shows the 'Distribution Sites' section of the SpotXpress interface. It features a blue header bar with the text 'Distribution Sites'. Below the header, there is a dropdown menu labeled 'Select Target Region:' with 'Central Region' selected. Underneath is a list of 'Distribution Site:' options, each with an unchecked checkbox: Ft. Smith-Fayetteville, AR; Oklahoma City, OK; Omaha, NE; Topeka, KS; Tulsa, OK; and Wichita, KS. At the bottom of the list, a red text instruction reads: 'You need to select at least one distribution site.'

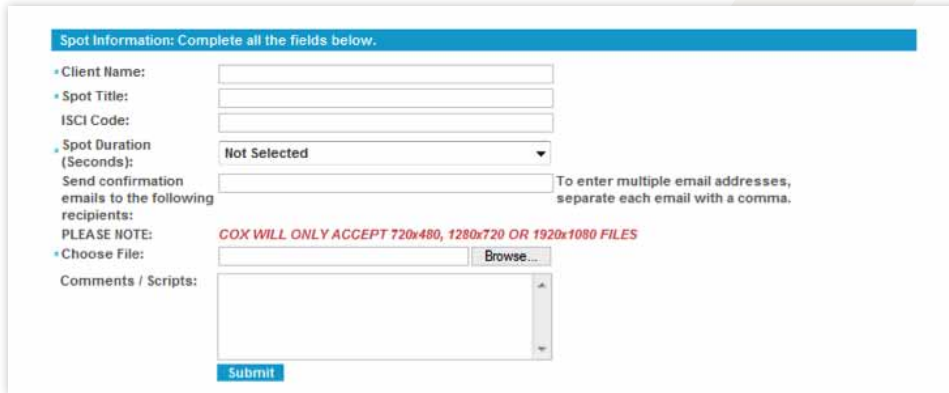
Figure 5.2a: Spot Upload - Distribution Sites



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.



The screenshot shows a web form titled "Spot Information: Complete all the fields below." with the following fields and controls:

- Client Name:
- Spot Title:
- ISCI Code:
- Spot Duration (Seconds):
- 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:
- Comments / Scripts:
-

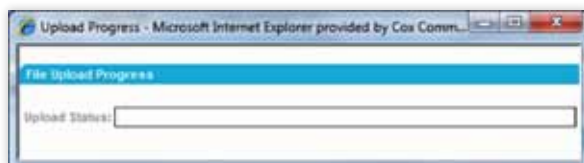
Figure 5.3a: Spot Upload - Spot Information

⚠ 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.



The screenshot shows a browser window titled "Upload Progress - Microsoft Internet Explorer provided by Cox Comm...". The main content area is titled "File Upload Progress" and contains an "Upload Status:" label followed by an empty text input field.

Figure 5.3a: Spot Upload - Spot Information



Upload Your Content Cont.

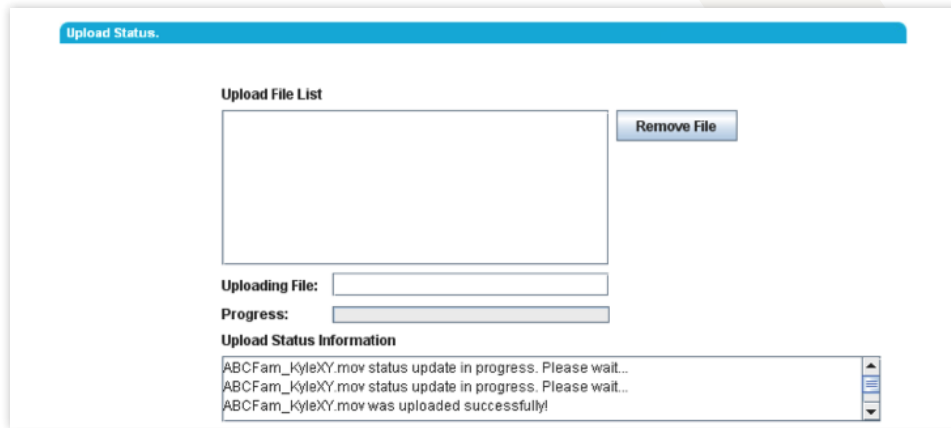


Figure 5.3a: Spot Upload - Spot Information

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.

