

Welcome to RTÉ's new Copy Clearance Submission Form

ABOUT THE SUBMISSION FORM:

From **9th February 2009**, the submission form must be used when submitting copy to the Clearance Committee. All copy submissions from this date onwards should be sent to adclearance@rte.ie. If you inadvertently send a submission to the old email address, you will receive an email back notifying you of the new email address. Please note that you will have to resend your submission to the new email address.

(To use the form, you should have Adobe Reader (version 8 or higher) installed on your Mac/PC – this is free and can be downloaded or upgraded from <http://get.adobe.com/reader/>)

From 9th February 2009, the correct method of submitting copy to RTÉ for clearance will be as follows:

1. **Fill out** the submission form with your details and the details of the copy you are submitting
2. **Save** the form
3. **Create** a new email and address it to adclearance@rte.ie
4. **Attach** the form and the relevant media and/or script files to the email
5. **Type** additional text regarding this submission into the body of the email (optional)
6. **Send** the email

You will then receive an automatic email informing you that your submission has been received and that a new case has been generated. Every case will be assigned a **unique reference number** and this number will be used to track your submission from receipt, through the clearance process and onto final decision. **All subsequent emails regarding this case will include the case number, in square brackets e.g. [90115], in the Subject Line.** If you wish to email adclearance@rte.ie concerning a submission that you have already made, you must include the case number including square brackets in the subject line of your email as described above. Preferably, use "Reply" to the committee's emails as they will always include your case number. These steps will ensure that all emails regarding your copy submissions will be automatically added to your cases.

NB - CLEARANCE SUBMISSIONS CANNOT BE PROCESSED IF:

1. they are sent to the old copy clearance email address
2. the form is not attached to your initial submission email
3. the pdf form is not correctly filled in
4. the attached files contain any of the following characters
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5. you attach more than one pdf form per email (maximum of one form only per submission)

The Copy Clearance Committee will continue to meet on Tuesdays and Thursdays to deal with your submissions, and the current policies and procedures continue to apply.

(check <http://tvsales.rte.ie/advertising/copyclearance.htm> for these details, our new email address and a copy of the submission form).

HOW TO USE THE SUBMISSION FORM:

This (.pdf) form must accompany each new submission that you make. NOTE – you can only attach one form per email. We recommend that you fill out your details in the top “Agency Details” section of the form, save the form locally and then re-use this form each time you make a submission. There are 2 sections to the form – **Agency Details** and **Copy Details**.

The screenshot shows the RTE Copy Clearance form in Adobe Reader. The form is divided into two main sections: 'Agency Details' and 'Copy Details'. The 'Agency Details' section includes fields for Agency Name, Advertiser, Comment, Contact Name, Contact Email, Phone number, and Number of copy attachments. The 'Copy Details' section consists of four identical blocks, each for a piece of copy (Copy 1 to Copy 4). Each block contains fields for Product Name, Commercial Title, CCCI code, TV/Radio, Length, and Contains Music. Mandatory fields are marked with an asterisk (*). A 'Highlight Fields' button is located in the top right corner of the Adobe Reader window. Red circles and callout boxes highlight the Agency Details section, the Copy Details section, and the Highlight Fields button.

Each form can accommodate details for up to 4 pieces of copy. NOTE: if you wish to send more than 4 pieces of copy, you must fill in a new form and attach it, with the extra copy, in a new email.

The form above is viewed using Adobe version 8.1.1. Some screen features may vary slightly depending on the version that you use. In this example, the mandatory fields (marked with a *****) can be further highlighted by clicking on the Highlight Fields button:(top right corner of the Adobe screen).

This will turn all the mandatory boxes from black into red:

A close-up view of the Agency Details section of the form. The mandatory fields are highlighted with red borders. These fields include: Agency Name (with a dropdown menu showing '<Other>'), Contact Name, and Contact Email. The Agency Name field also includes the instruction 'Type here if not in list ->'. The Contact Name and Contact Email fields are empty text boxes.

Agency Details section:

Your details in this section of the form will allow us to contact you regarding your submission(s). Please note the mandatory fields (denoted by * or highlighted in red).

NOTE – for your own convenience, we recommend that you fill out most of the Agency Details section once (i.e. Agency Name, Contact Name, Contact Email, Phone Number) and then save the form to a local folder. Name the file e.g. “Master Submission Form.pdf”. This can then be opened, edited (to include Copy Details for each submission) and “Saved As” to record the copy details for each submission.

Agency Name (mandatory field):

Your name should appear in the drop down Agency Name field, please choose it using the down arrow:

The screenshot shows the 'Agency Details' form with the following fields:

- * Agency Name: A dropdown menu with '<Other>' selected. A red box highlights this field.
- Type here if not in list ->: A text input field circled in red.
- * Advertiser: A text input field with a red box.
- * Contact Name: A text input field with a red box.
- * Contact Email: A text input field with a red box.
- * Phone number: A text input field with a red box.
- * Number of copy attachments: A dropdown menu with '<None>' selected. A red box highlights this field.
- Comment: A large text area.

(Note, our internal reference to your Agency name cannot accommodate certain characters e.g. “&”, so we have had to adjust some names accordingly. The names are strictly for our internal use only).

If your name is NOT in the list, please choose “other” (as shown above), and then type your name in the free text box (circled above). We will regularly update the main Agency list to include all new Agency names, so please take the time to type your name as you will wish us to use it.

Advertiser (mandatory field):

This is free text and will be used in conjunction with the case number to track your submission throughout the clearance process.

Comment: (optional):

You can record any additional comments regarding this submission in this field.

Contact Name (mandatory field):

The name of the person who will be contacted regarding this submission.

Contact Email (mandatory field):

This email address will be used to let you know what stage your submission is at in the clearance process. Please avoid sending your submission from an email address that is different to the one specified in the form.

Phone Number (mandatory field):

If we need to phone you regarding a submission, this is the number we will use.

Number of copy attachments (mandatory field):

This should contain a number, 1 to 4, of how many pieces of copy you will be attaching to your submission email. It will be used by the clearance committee to verify that you have included the correct number of attachments to your submission.

Copy Details Section:

Each form can accommodate details for a maximum of 4 pieces of copy

If you wish to send more than 4 pieces of copy, you must send a new email and attach an additional form. It will not be possible to process submission emails where the attached number of media and/or script files exceeds 4. In all instances where we are unable to process your submission, we will email you detailing the issues with your submission.

There are 4 Copy Details sections : Copy 1 Details, Copy 2 Details, Copy 3 etc....

Please enter the details of each piece of copy below.

Copy 1 Details	
* Product Name: <input type="text"/>	* TV/Radio: <input type="text" value="<None>"/>
* Commercial Title: (or filename)	* Length: <input type="text" value="<None>"/>
CCCI code: (if applicable)	Contains Music ? <input type="checkbox"/> (tick if applicable)

Copy 2 Details

As per the Agency Details section, the Copy Details section has some mandatory fields, these will be marked with * and/or highlighted in red.

Product Name: (mandatory field):

This is a free text box and will contain the name of the product being advertised

TV / Radio: (mandatory field):

This is a drop-down list and contains the following values: TV, Radio, TV and Radio.

Commercial Title: (mandatory field):

This can also be used to record the filename (e.g. script10.doc, new offer30.mpg) of the piece of copy that you are going to attach to your submission.

Length: (mandatory field):

This is a drop-down list and contains the values 5 to 180 seconds.

CCCI code: (optional):

If your submission is for an Alcohol Advertiser then enter the CCCI code here when it is available to you.

Contains Music: (optional):

Please tick this box if the advertisement contains music.

Note : your media and/or script files cannot contain any of the following characters

*\ / : * ? " < > | # { } % ~ &*

EXAMPLE : SENDING COPY TO RTÉ FOR CLEARANCE

Example Submission form filled with 2 pieces of copy, saved and ready to send:

RTÉ Copy Clearance

RTÉ, Donnybrook, Dublin 4, Ireland
Phone: +353 (0)1 208 3116 / 208 2006
Email: adclearance@rte.ie

PLEASE NOTE ALL FIELDS MARKED WITH * ARE MANDATORY. IF YOUR AGENCY NAME DOES NOT APPEAR IN THE AGENCY LIST, PLEASE TYPE IT INTO THE FREE TEXT BOX BELOW THE LIST

Agency Details	
* Agency Name Type here if not in list ->	<Other> Creative Agency Ltd
* Advertiser	shiny clothes
Comment:	2 pieces of copy - champagne a and b
* Contact Name:	ohn smith
* Contact Email:	smith@creativeagency.ie
* Phone number:	01 5553928
* Number of copy attachments:	2

Please enter the details of each piece of copy below.

Copy 1 Details	
* Product Name:	shiny dresses champagne colour
* Commercial Title: (or filename)	champagne.mpg
CCCI code: (if applicable)	
* TV/Radio:	TV
* Length:	30
Contains Music ?	<input checked="" type="checkbox"/>
(tick if applicable)	

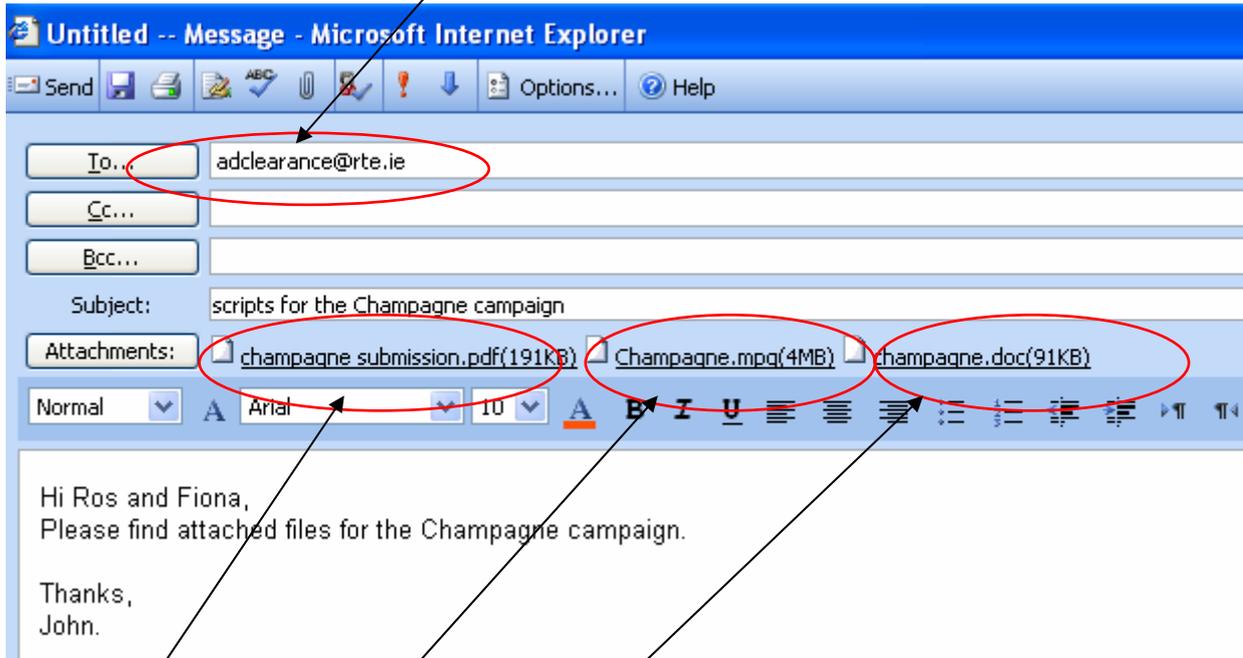
Copy 2 Details	
* Product Name:	shiny coates champagne colour
* Commercial Title: (or filename)	champagne.doc
CCCI code: (if applicable)	
* TV/Radio:	TV
* Length:	30
Contains Music ?	<input type="checkbox"/>
(tick if applicable)	

Note – the Advertiser name will be shown with the Case number in the subject line of all emails regarding this submission.

Once you have filled out the submission (.pdf) form and saved it, you are then ready to submit to the copy clearance committee:

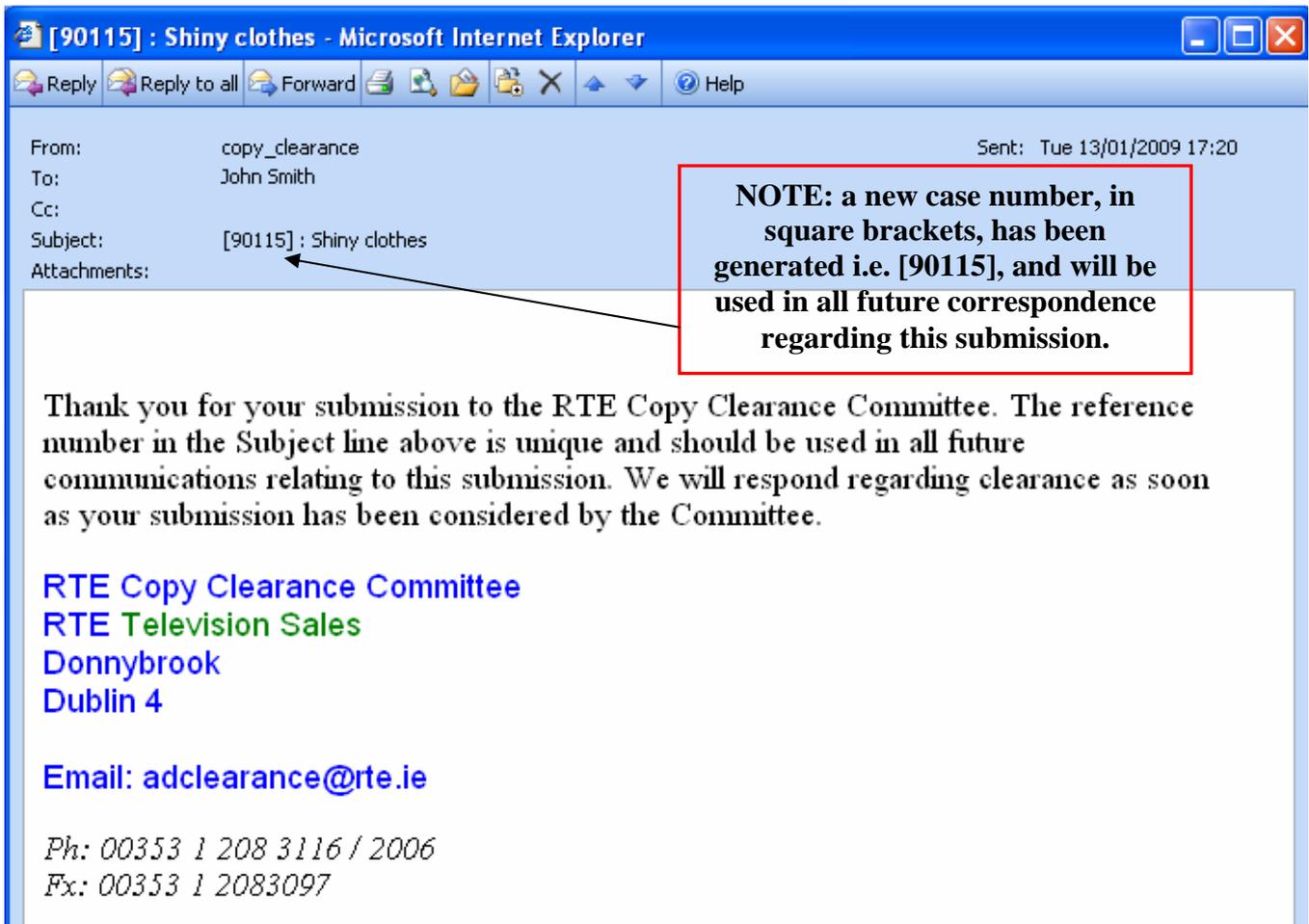
1. **Open** email (e.g. Microsoft Outlook)
2. **Address** a new email to adclearance@rte.ie
3. **Attach** the pdf form, up to 4 pieces of copy (script and/or media files), and any other support documentation (e.g. substantiation documentation)
4. **Type** in any additional information regarding the submission into the body of the email
5. **Send** the email (example shown on next page:)

Example submission email to adclearance@rte.ie with 2 pieces of copy attached :

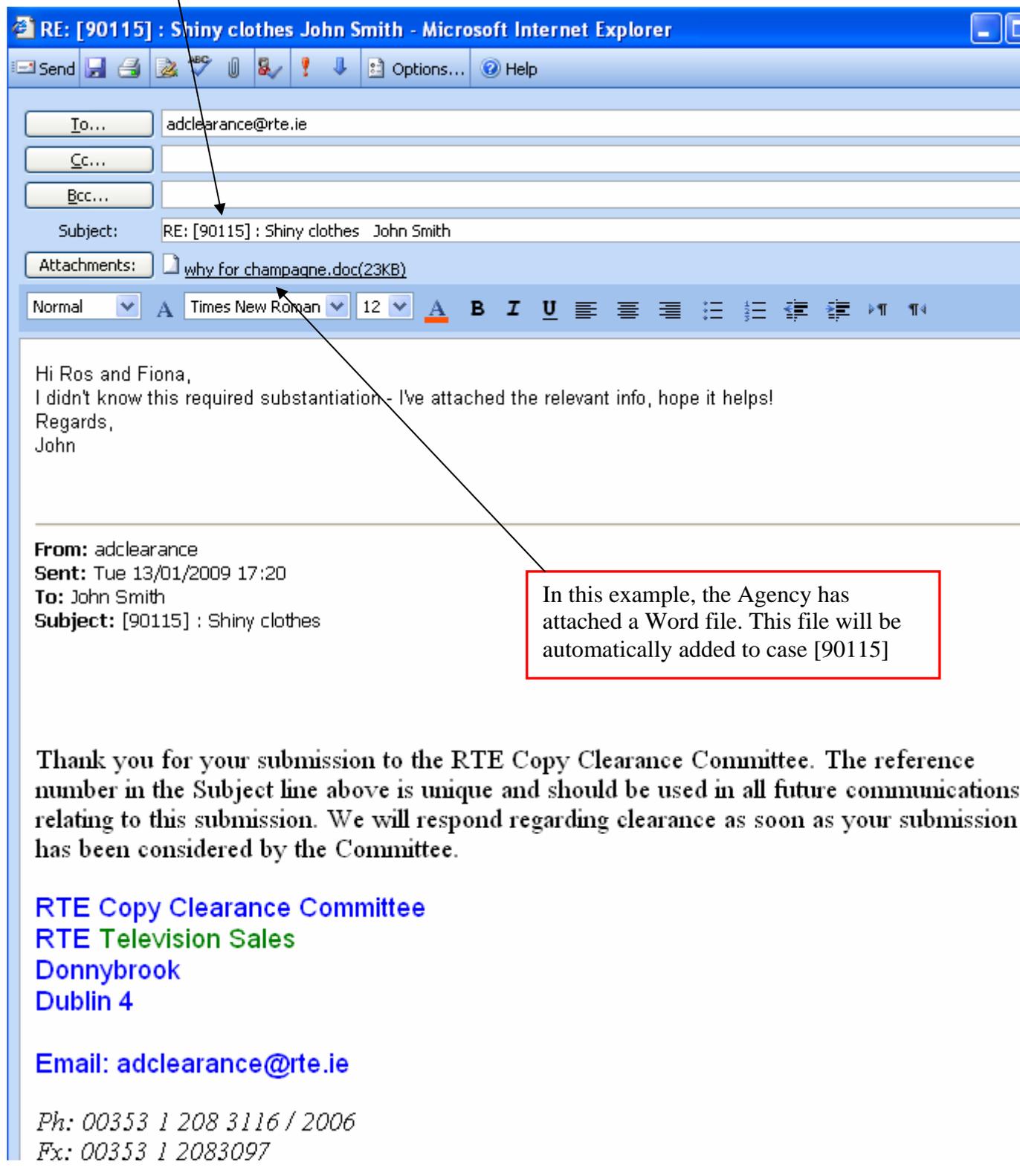


Attached Submission form, media file and script.

You will shortly receive an email from the Clearance Committee notifying you that your email has been received and that a new case number has been generated for your submission



If you need to send the Clearance Committee an email regarding your submission (e.g. you might be required by the committee to send additional or updated files in relation to the original submission), **always remember to use the case number including square brackets e.g. [90115] anywhere in the Subject line of the email.** This will ensure that your email will be automatically added to the case. In most instances, you can simply reply to an existing email that already contains the number in the subject line:



The screenshot shows a Microsoft Internet Explorer window displaying an email. The title bar reads "RE: [90115] : Shiny clothes John Smith - Microsoft Internet Explorer". The email header shows the recipient as "adclearance@rte.ie", the subject as "RE: [90115] : Shiny clothes John Smith", and an attachment named "why for champagne.doc(23KB)". The email body contains a message from John Smith to Ros and Fiona, mentioning a Word document attachment. A red box highlights the attachment name with the text: "In this example, the Agency has attached a Word file. This file will be automatically added to case [90115]". Below the message is a signature block for the RTE Copy Clearance Committee, including contact information for Donnybrook, Dublin 4, and phone/fax numbers.

From: adclearance
Sent: Tue 13/01/2009 17:20
To: John Smith
Subject: [90115] : Shiny clothes

Hi Ros and Fiona,
I didn't know this required substantiation - I've attached the relevant info, hope it helps!
Regards,
John

Attachments: why for champagne.doc(23KB)

In this example, the Agency has attached a Word file. This file will be automatically added to case [90115]

Thank you for your submission to the RTE Copy Clearance Committee. The reference number in the Subject line above is unique and should be used in all future communications relating to this submission. We will respond regarding clearance as soon as your submission has been considered by the Committee.

RTE Copy Clearance Committee
RTE Television Sales
Donnybrook
Dublin 4

Email: adclearance@rte.ie

Ph: 00353 1 208 3116 / 2006
Fx: 00353 1 2083097