

# Advanced All 4



**Ad Elect specs**

# Main production points

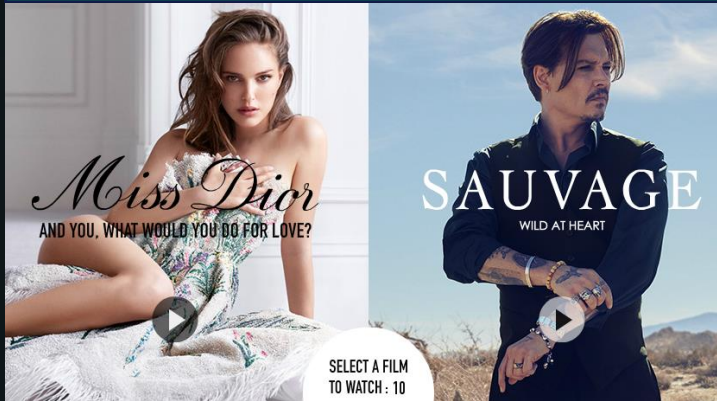
- The ad elect format is designed to give the user a choice of which ad they would like to watch, encouraging them to engage with the content by clicking on their preferred video.
- A user is initially shown a static slate, with thumbnails of each of the ads to choose from. If they do not select an ad within 10 seconds, one will be selected for them to watch.
- For best engagement rates, a maximum of 4 copies should be provided.
- This format takes 3 weeks to build, from receipt of all assets and completed creative brief.
- Additional formats can be implemented within the ad elect unit (eg. ad link, ad bloom), however this will increase the production cost and build time. Please inform us at booking stage.
- Tracking tags and copy need to be provided at least 5 working days before the campaign is due live, unless specified otherwise.

\*Best practise tip: Keep text to a minimum and aim for large main visual elements so the unit will be visually appealing.



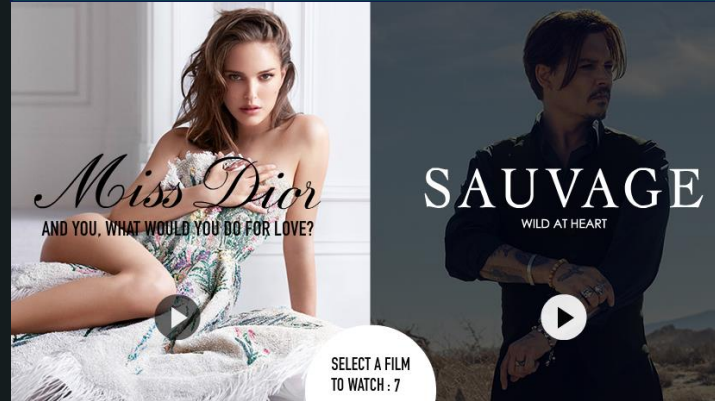
# User journey

## Slate appears



**1** The slate appears immediately

## Ad is selected



**2** The user can select their preferred video. If they do not choose, a default will play after 10 seconds

## Pre roll plays



**3** The pre roll plays

# Asset list

Asset	Format
Completed creative brief	Word document
Images	EPS/PSD (preferred) JPEGs/GIFs/PNGs Max file size: 15-20MB per image
Product/Service information	Copy, press releases, creative/brand guidelines
Logos	EPS
Slate background (if providing)	1,025x577 PSD
Fonts	OTF or TTF
Dynamic Data	Excel Template to be completed (template and guidelines to be provided by C4)

Required
- 1x1 impression tracker - Click command
*If you wish to track other in unit or external clicks, then please provide multiple click commands
We accept 3 <sup>rd</sup> party tracking from the following vendors: <ul style="list-style-type: none"><li>○ Mediamind</li><li>○ Doubleclick</li><li>○ Flashtalking</li><li>○ Mediaplex</li></ul>



# Copy spec

Spec	Format
File type:	15Mbps MPEG2 mezzanine
Container:	MPEG2 Programme Stream
Mode:	CBR
Quality/Speed:	Highest Quality
Field Order:	Source Dominance or Software De-interlaced
File Extension:	.mpg
Video Bitrate:	15Mbps
Audio CODEC:	MPEG1 Layer 2
Audio Bitrate:	224Mbps
Audio Sample Rate:	48KHz at 16Bit
Frame Size:	720x576
PAR:	Anamorphic Pixels 1.42:1
Chroma Format:	4.2.2
Profile:	Main

- Copy must be supplied with a clock number and ClearCast approval
- Copy must be ClearCast approved for VOD and linear
- Clocks and handles must be removed from the beginning and end of all copies
- Copy must be supplied at least 5 working days before live date with rotation instructions
- Copy can only be supplied in the following way:
  - Ad Stream
  - IMD
  - Beam
  - Honeycomb

\*Please note, we cannot accept copies from a we transfer file, or attachment to email



# Further production points

- If feedback is required, these amends will be completed by end of play the following working day. If you have extensive feedback, this can sometimes take longer to implement and it may even require going back to the storyboard phase. If this is the case, you will be advised.
- When sending feedback, we ask that this is accumulated from all parties and sent altogether. If more feedback is sent after the initial round, these will be completed in the following round of amends.
- Once a storyboard has been approved, no design amends can be made to the working unit. Small text changes will be allowed.
- Instructions on default copy will need to be provided. These can either run in an even rotation, or 1 copy can be prioritised over the other/s.
- Trafficking can take up to 48 hours from full sign off.

