

Advanced All 4



Ad Extend specs

Main production points

- The ad extend format overlays the pre roll with an interactive bug/overlay. This can be a static image or an animated SWF which carries the call to action.
- The overlay can be positioned at the side, top or bottom of the pre roll to make it compatible with any creative.
- Once a user clicks on the overlay the pre roll pauses, and the extended video opens to fill the screen and plays automatically.
- This is a chance for advertisers to showcase additional video content to their users, so it is advised that the extended video is different to the pre roll.
- This format takes about 2-3 weeks to build, depending on complexity, from receipt of all assets and the completed creative brief, tracking tags and pre roll.
- 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: Animated bugs tend to generate a higher engagement rate. However the CTA should always be visible and not hidden within the animation.



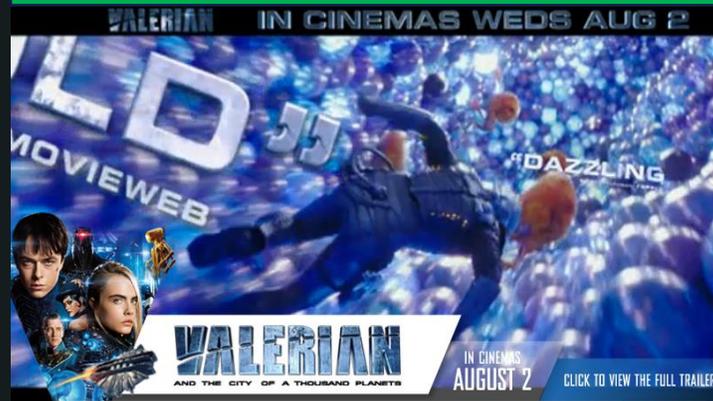
User journey

Video content



1 Video pre roll begins

Overlay appears



2 Bug/overlay animates in after 2 seconds. The user clicks on this to open the extended video

Extended video



3 Pre roll is paused and the user can watch the additional content

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
Extended video	MOV, FLV or MP4 – 16:9 (recommended size 10MB)
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 rd party tracking from the following vendors: <ul style="list-style-type: none">○ Mediamind○ Doubleclick○ Flashtalking○ Mediaplex



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.
- If it seems likely that the unit will not be ready by the desired start date, we will go live with an overlay initially, and switch to the ad extend when it is completed.
- The overlay will sit at least 38 pixels high from the bottom of the frame. This is to ensure it is not obscured by our player bar once live.
- Trafficking can take up to 48 hours from full sign off.

