

Advanced All 4



Ad Frame specs

Main production points

- The ad frame format essentially acts as a skin around the pre roll, allowing users to continue watching the ad whilst being shown specific information from the advertiser.
- The frame can be animated or static, and can include elements such as logos, click to buy buttons, product information and images. Multiple pre rolls can also be showcased.
- This format takes about 3 weeks to build, depending on complexity, from receipt of all assets and completed creative brief.
- Tracking tags and copy need to be provided at least 5 working days before the campaign is due live, unless specified otherwise.

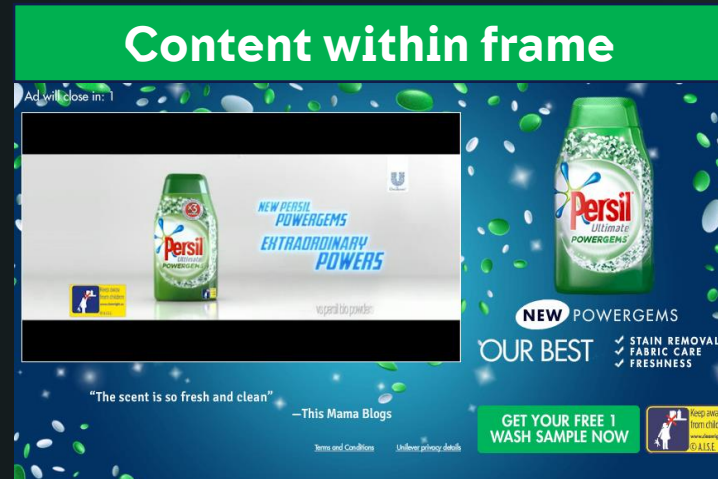
*Best practise tip: Do not overload the frame with images/information – the best engagement rates come from units with simpler frames.



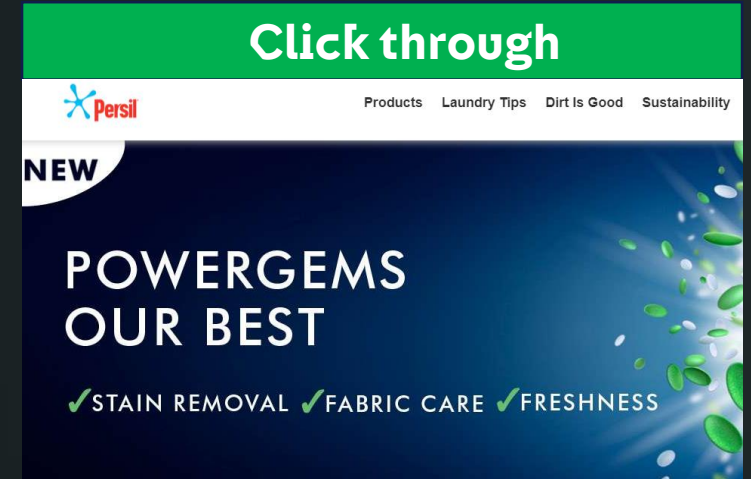
User journey



- 1 The pre roll begins and is viewed on the left hand side



- 2 The frame shows additional content and click outs



- 3 When clicked, pre roll is paused and user is taken to an external site



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 |
| 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 3rd party tracking from the following vendors:

- 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.
- The pre roll is always positioned on the left hand side of the frame, this placement cannot be altered.
- Trafficking can take up to 48 hours from full sign off.

