

Ad Pause

All 4 Ad specs



Ad Pause main points:

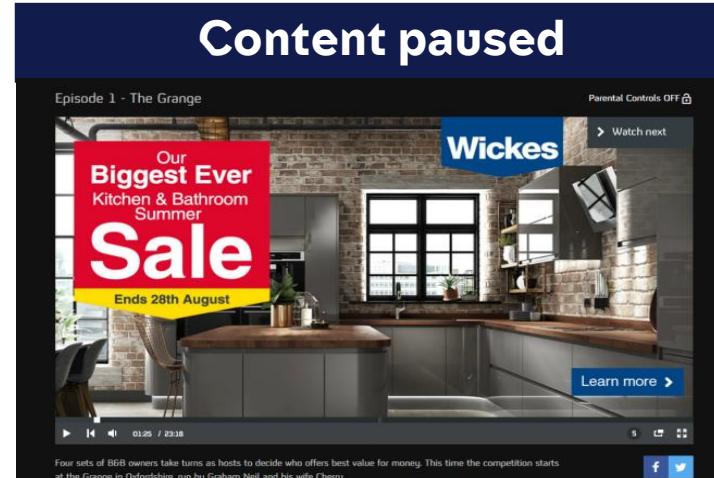
- This is an iVoD with a difference - the Ad Pause format does not overlay the pre roll but instead comes into effect when a user pauses the video on demand content. Ad Pause is a high impact, creative solution.
- Each time a user pauses the content they are watching, the static ad will fill the player.
- The player controls disappear after 3 seconds (desktop) and 5 seconds (big screen).
- The Ad Pause remains on screen until the user exits or resumes the content.
- On desktop the ad can be clickable to external sites, **it is not clickable on big screen.**
- This format takes between 2-3 weeks to build from receipt of all assets, completed creative brief and tracking tags. This timeline is dependent on whether we create the design ourselves or if it is supplied to us.

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

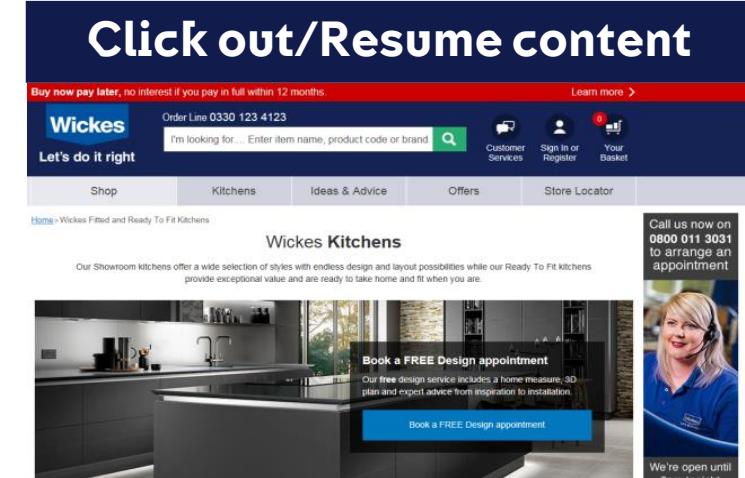
Ad Pause user journey:



1 User begins watching video content



2 User pauses the content, and the ad fills the screen



3 User clicks out to external site on desktop; ad disappears when user resumes video content

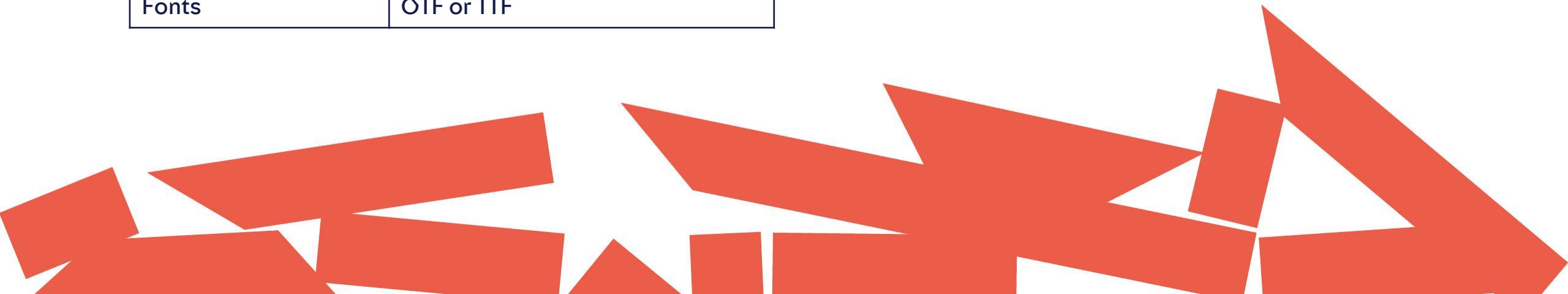
Ad Pause asset list:

Design and build specs if C4 is creating:

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

Format required if ad is being supplied to C4:

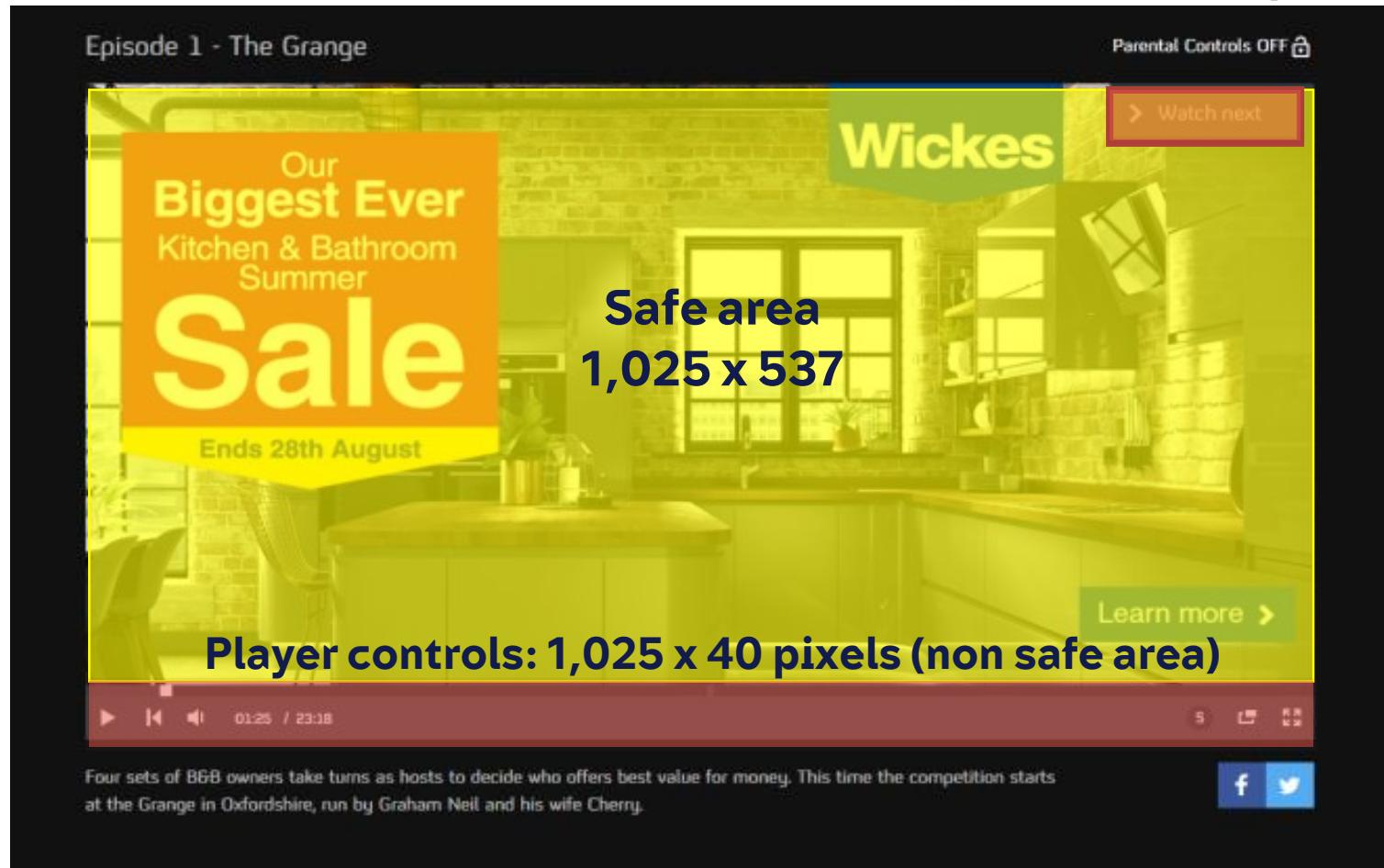
Format
Jpeg (static)
Big Screen 1,280 x 720
Desktop 1,025 x 577
Max file size – 30KB



Ad Pause safe area (desktop):

Full size: 1,025 x 577 px

Watch next button: 170 x 55 px
(Non safe area)



Ad Pause safe area (big screen):

Full size:

1,280 x 720 px

