

# Advanced All 4



**Ad Pause specs**

# Main production points

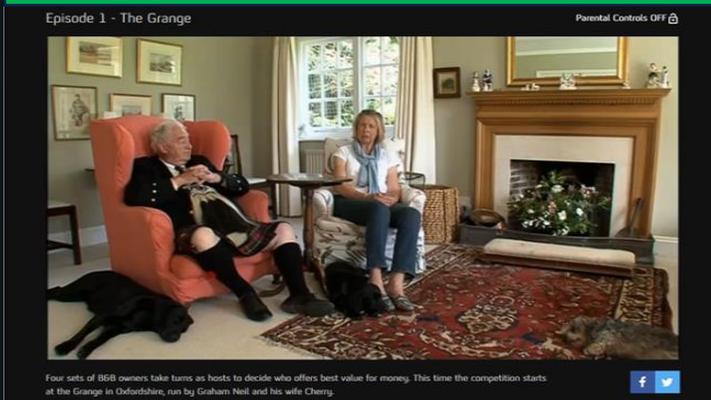
- This is interactive VoD with a difference - the Ad Pause format does not overlay the pre roll but instead comes into effect when a user pauses the video on demand content. Ad Pause is a high impact, creative solution.
- Each time a user pauses the content they are watching, the static ad will fill 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.



# User journey

## All4 video content



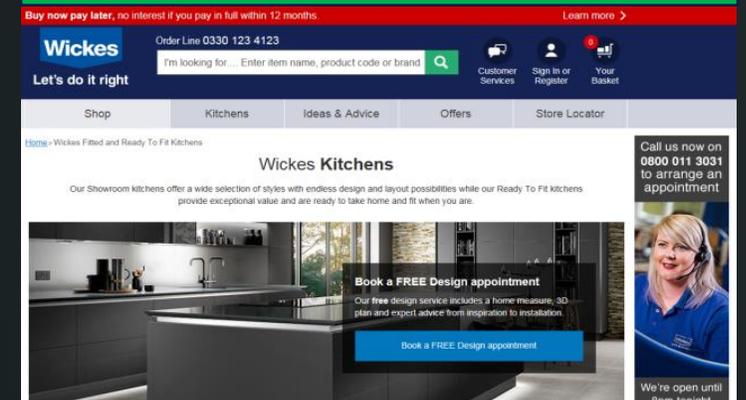
**1** User begins watching video content

## Content paused



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

## Click out/Resume content



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



# Asset list

Design and build specs if C4 is creating:

Asset	Format
Completed creative brief	Word document
Images	JPEGs 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 1,024 x 576
Max file size - 30KB

Please send creative to [AgencyDigitalCampaignManagement@Channel4.co.uk](mailto:AgencyDigitalCampaignManagement@Channel4.co.uk)



# Safe area: Desktop

Full size: 1,024 x 576 px

Close advertisement  
(Non safe area) 269 x 44 pixels

Player controls: 1,024 x 44 pixels (non safe area)



Close Advertisement

CITROËN

**Safe area**  
**1,024 x 536**

NEW CITROËN C5 AIRCROSS SUV  
TRAVEL PREMIÈRE CLASS

3 same-width independent rear seats  
Suspension with Progressive Hydraulic Cushions®  
Grip Control with Hill Descent Assist

DISCOVER MORE >

Player controls: 1,024 x 44 pixels (non safe area)

# Safe area: Big Screen

Close button 140 x 50 pixels

Full size: 1,280 x 720 pixels

42 pixels

The image shows a screenshot of a video player interface on a large screen. The main content area has a yellow background and features a Citroën logo in the top right corner. The central text reads "NEW CITROËN C5 AIRCROSS SUV" and "TRAVEL PREMIÈRE CLASS". Below this, there are three bullet points: "3 same-width independent rear seats", "Suspension with Progressive Hydraulic Cushioning", and "Grip Control with Hill Descent Assist". A white Citroën C5 Aircross SUV is shown on the left side of the screen. In the bottom right corner, there is a small video thumbnail titled "The First Brit: The 10,000 Year Old Man". At the bottom of the screen, there is a dark orange player control bar with the following elements: a back arrow, a play button, the video title "Hannibal's Elephant Army: The New Evidence: Series 1 Ep...", an information icon, a share icon, and a "Watch More" button with a right arrow. A close button with a left arrow and the word "Close" is located in the top left corner of the video frame.

Player controls: 1,280 x 156 pixels (non safe area)