

# *Ad Shop*


All 4 Ad specs



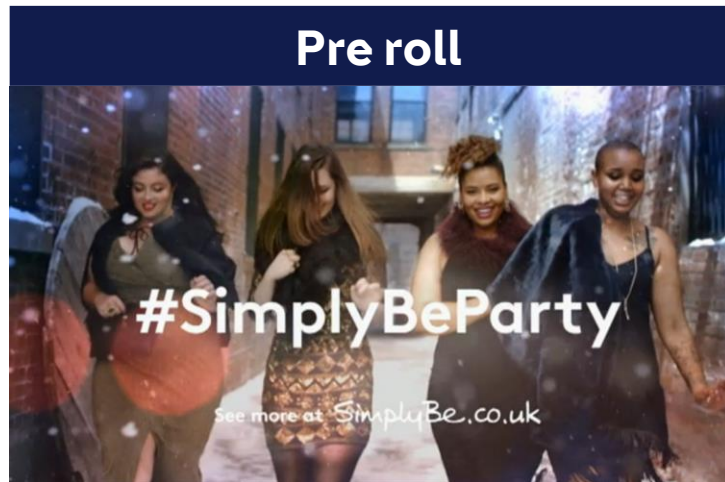
# *Ad Shop main points:*

- The ad shop format allows a user to 'click to buy' the products that they see appearing in the pre roll. We recommend a maximum of 8 products within a 30" pre roll.
- A user is initially shown a branded bug/overlay, and as products are showcased within the pre roll, these product images will be added to the overlay for users to click on.
- When a product is clicked on, a pop up will appear showing the product information, users can then click to the advertiser's site to purchase.
- This format takes between 3-4 weeks to build, depending on complexity and from receipt of all assets and completed creative brief.
- We ask for the copy to be delivered at the start of the build to ensure timings of the pop ups match the timings of the products appearing on screen.
- Direct 'add to basket' links with Dotter may incur additional fees.

\*Best practise tip: Keep text within the pop ups to a minimum and lead with strong product images.  
Do not overload the overlay with too many products.



# Ad Shop user journey:



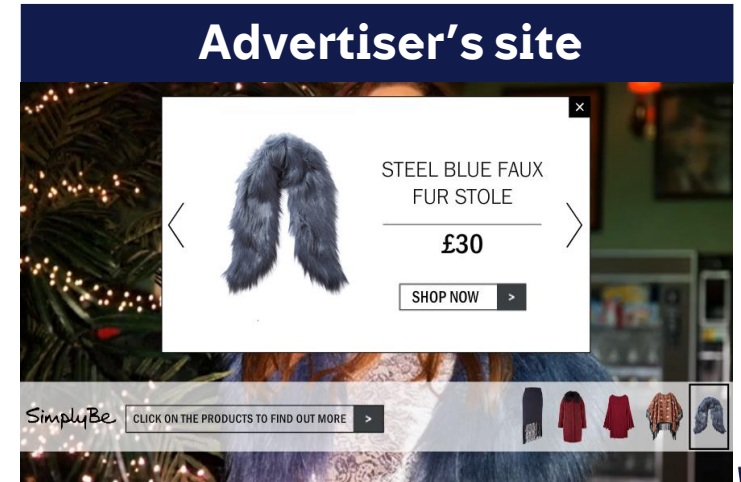
1

The pre roll begins



2

Overlay animates in, as products are shown within the pre roll, these are added to the overlay



3

Pre roll pauses and a pop up with product information appears with a click to buy button

# Ad Shop 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
Copy	Timings of products within copy. Specs on following slide

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> *Please note, we cannot accept tags to serve copy through a third party



# Ad Shop copy specs:

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



# *Ad Shop 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 shop 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.

