

# All 4 Specs

## Collection Lounge

Enquiries:  
[AgencyDigitalCampaignManagement@channel4.co.uk](mailto:AgencyDigitalCampaignManagement@channel4.co.uk)

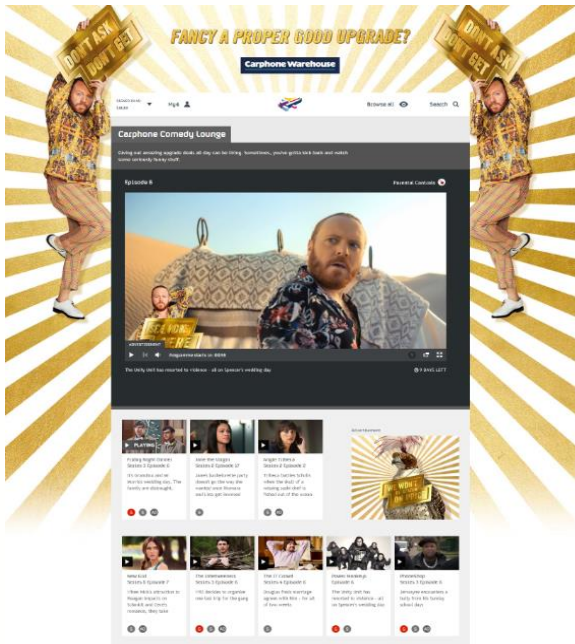


# Collection Lounge - main features

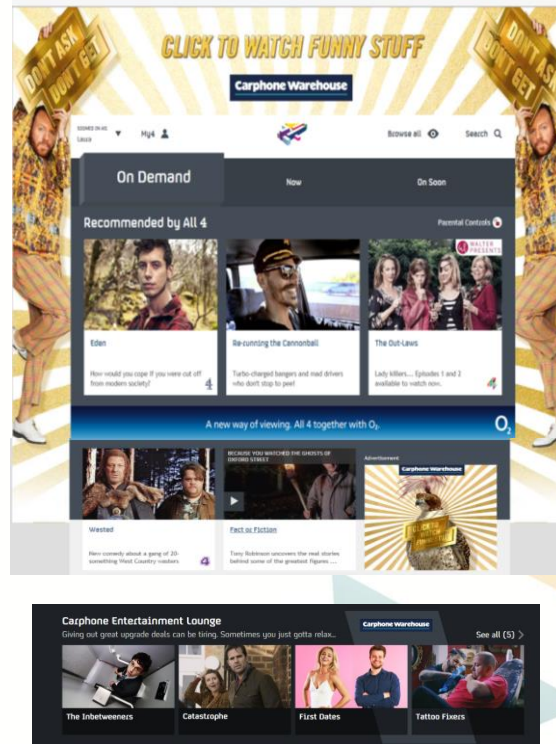
- A collection lounge offers advertisers the opportunity to align itself with All 4 content by creating a bespoke programming strand aligned to the brand's target audience.
- The advertiser's pre-roll will run in episodes selected to go in the lounge. 8 – 12 episodes recommended for each lounge.\*
- Lounges will be fully branded with the advertiser's skin, MPU and leader.
- Opportunity to drive users to the lounge with the homepage editorial placement, pre rolls, iVoDs and homepage takeovers.
- The traffic drivers within the Collection Lounge can drive to advertiser's website or preferred destination.
- This format takes 4-6 weeks to build, from receipt of all assets, completed creative brief, tracking tags and pre roll.

\*NB. Collection Lounges and selected programmes are subject to marketing and editorial approval.

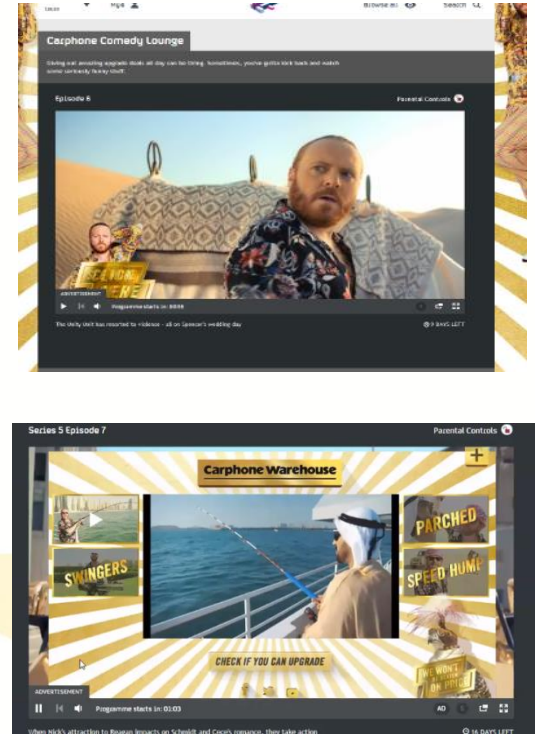
# Collection Lounge example



Collection lounge

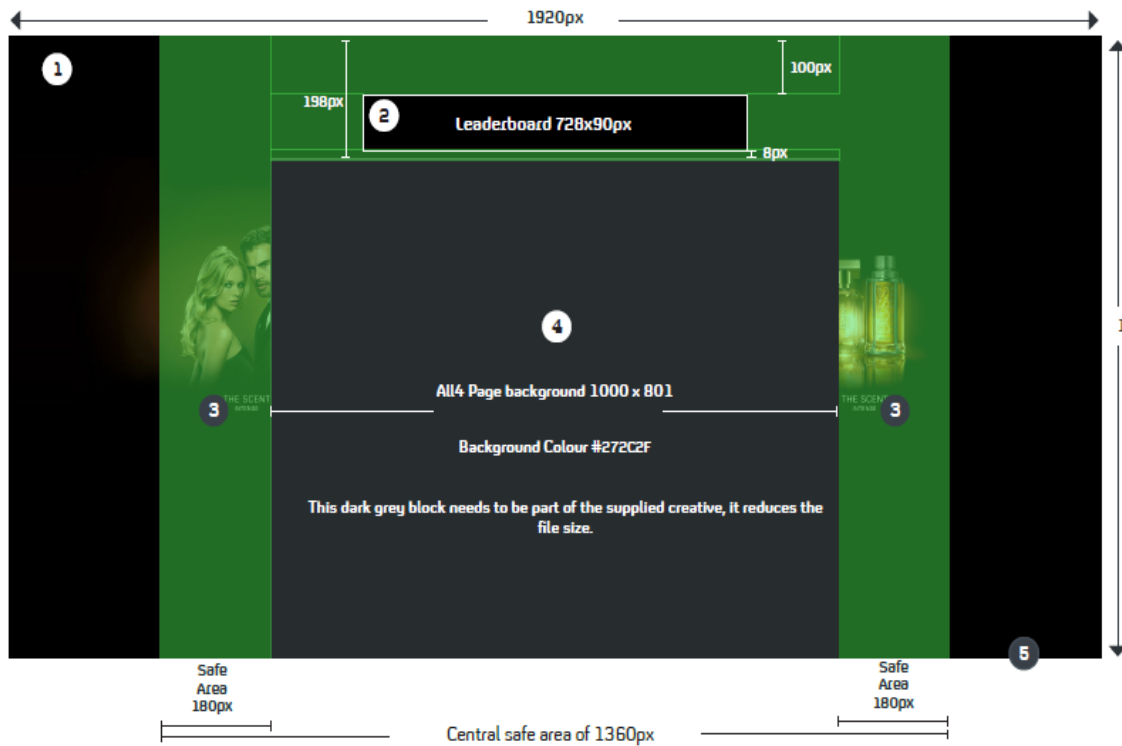


Homepage



iVoDs

# Collection Lounge assets: if providing



- 1 Ad Background 1920x1000px**  
The image needs to have a safe area of 180px from the sides of the All4 page and 198px from the top. The All4 page content and main navigation will cover the central part of the creative. Please add no **4** on the artwork.  
  
Max file size: 400kb  
(Tinypng.com is great for compressing artwork <https://tinypng.com>)
- 2 Leaderboard 728x90px**  
Leaderboard sits 8px above the All4 page and 100px below the top of the browser viewport
- 3 Safe area 180px**  
180px to each side of the page
- 4 Page Content background 1162x801:**  
This block should be part of the creative, 100x801, #272c2f, 198px from the top and centered on the image.
- 5 Blend Area:**  
Creative dependent, the creative should blend into one colour

## Please note:

Please allow 5 days approval for creative.

To maximise usability, please ensure that creative is made with accessible users in mind.

Please ensure that backgrounds comply to AA accessibility. Backgrounds need to meet the following accessibility criteria 2(a) through to 2(f)

<https://lists.w3.org/Archives/Public/w3c-wai-gl/2003JulSep/0584.html>

# Collection Lounge assets: if C4 creating

## Design and build specs

## Tracking specs

Asset	Format
Completed creative brief	Word document
Copy	Title – 30 character limit Synopsis – 150 character limit
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
Logo for homepage placement	PNG – 540x204

Required
<ul style="list-style-type: none"><li>- Click commands<ul style="list-style-type: none"><li>▪ 1 x skin</li><li>▪ 1 x MPU</li><li>▪ 1 x leaderboard</li></ul></li></ul>
<p>We accept 3<sup>rd</sup> party tracking from the following vendors:</p> <ul style="list-style-type: none"><li>Mediamind</li><li>DoubleClick</li><li>Flashtalking</li><li>Mediaplex</li></ul>

# Pre roll 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

## Further info

- All pre rolls must be supplied with a clock number and ClearCast approval
- Clocks and handles must be removed from the pre roll at the beginning and end
- Pre rolls can be supplied in the following way:
  - Via Ad Stream, IMD or Beam
  - Link to asset on email
  - We Transfer
- Pre rolls must be supplied at least 5 working days before live date with rotation instructions
- Max 2 creative changes during a campaign and creative must still be supplied 5 days previous to new date

# Traffic driver specs

Format	Animated Gif	3 <sup>rd</sup> Party ad severed rich media	HTML5
Leader	728 x 90 30kb max file size	30kb initial, 2.2mb polite download	100kb
MPU	300 x 250 30kb max file size	30kb initial, 2.2mb polite download	100kb

## Further information:

- Assets can be supplied through a 3<sup>rd</sup> party or can be supplied as HTML to the specs found [here](#)
- Max of three loops for animation (:30)
- A new window should open on click-through
- Rapidly flashing content may trigger seizures in people with photosensitive epilepsy and therefore we discourage its use across the site. This is inline with our Accessibility Guidelines.
- Channel4 accepts 3<sup>rd</sup>-party ad-serving of the above unites from the following approved vendors. Sizmek, DoubleClick, FlashTalking and Mediaplex
- Surveys must be agreed with sales rep prior to booking

# Collection lounge production points

- When sending feedback, we ask that this is accumulated from all parties and sent altogether. If further feedback is sent after the initial round, these will be completed in the following round of amends.
- A timeline will be provided at the start of the build, if this is not adhered to then we cannot guarantee it will go live on time.
- Amends such as programme/episode updates, pre roll changes, copy changes can be requested, however we will need to be made aware of these at booking stage. Additional costs may incur.
- Programmes, title and synopsis, and skin design are subject to editorial approval.

