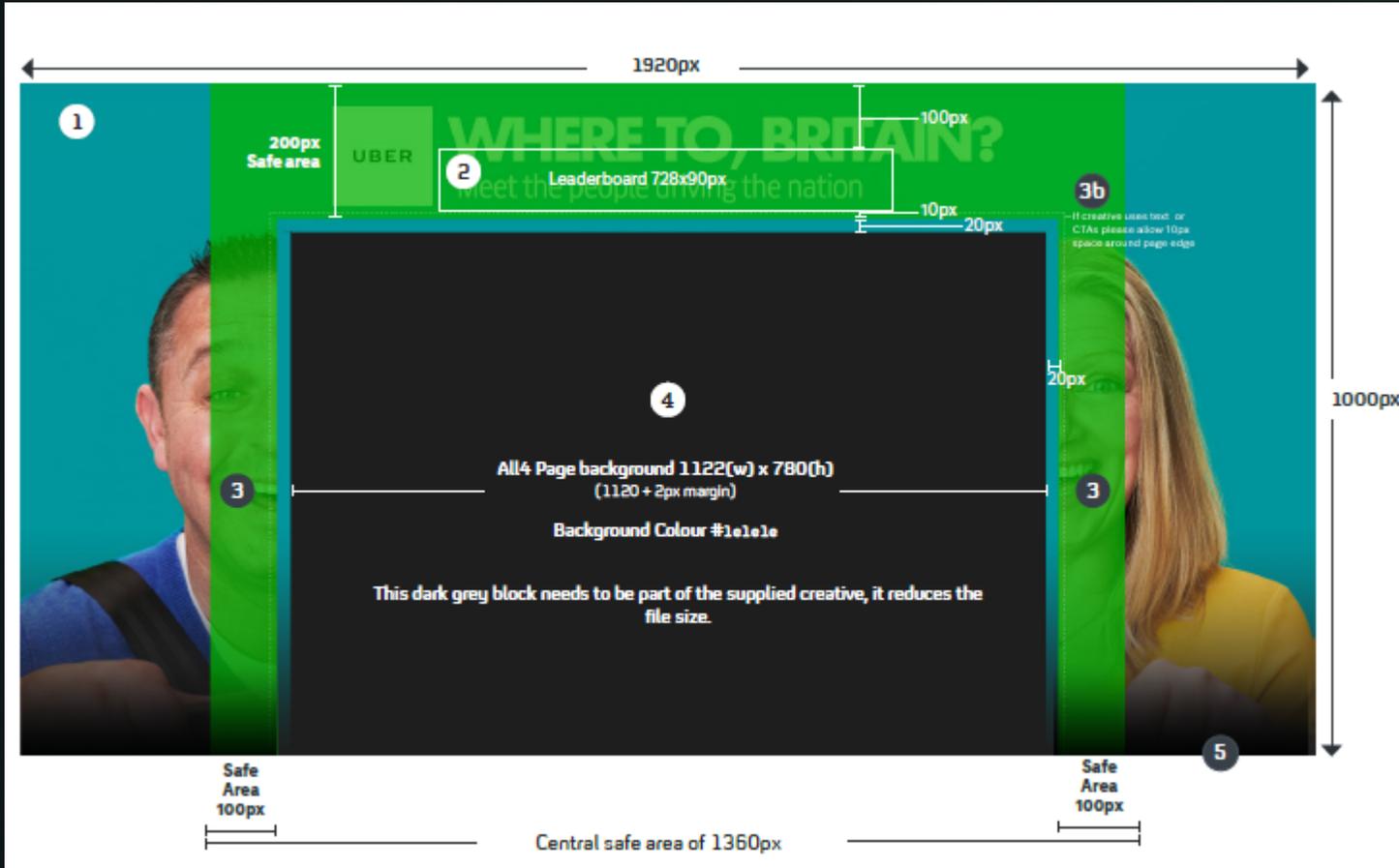


Advanced All 4



Homepage takeover specs

All4.com Homepage Static Background Specification



1 Ad Background 1920x1000px

The image needs to have a safe area of 100px from the sides of the All4 page and 200px 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>)

Note: We do not run billboards on the homepage.

2 Leaderboard 728x90px

Leaderboard sits 10px above the All4 page and 100px below the top of the browser viewport

3 Safe area 100px

100px to each side of the page. Anything that is outside of this green area may not be seen (depending on viewports).

3b If the creative includes CTA or text please allow 10px clearance from page as indicated by the dotted line.

4 Page Content background 1122x780:

This block should be part of the creative, 1122x780, #1e1e1e, 220px from the top and centered on the image.

5 Blend Area:

Creative dependent, please specify if the HPTO image should blend into the All 4 homepage background. If so, the creative should gracefully blend to the dark grey colour (#1e1e1e) at around 1000px depth.

Please note:

Background creative will be fixed in position (no scrolling)

Animated backgrounds will be approved on a case by case basis.

Please allow 5 days approval for creative.

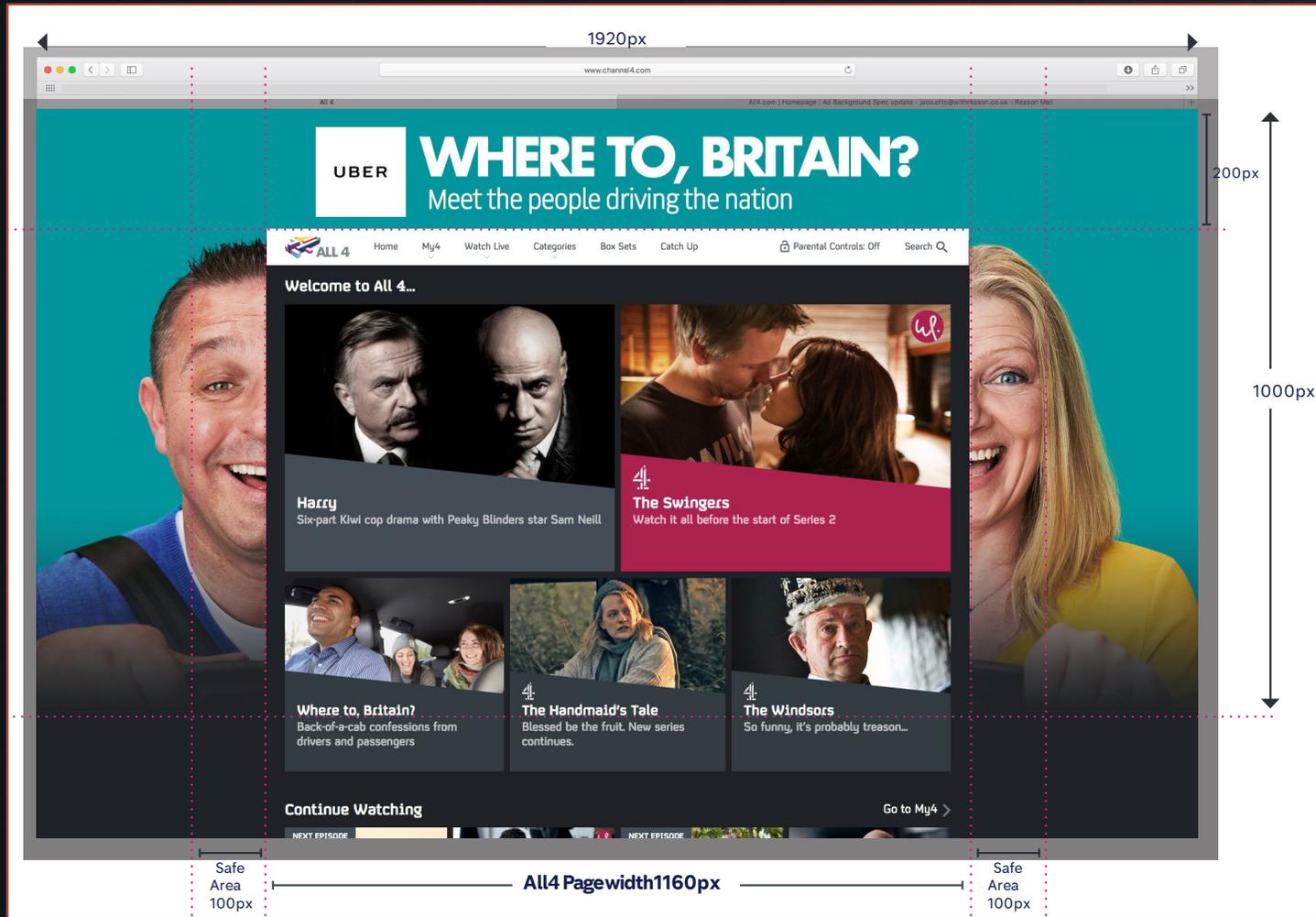
To maximise usability, please ensure that creative is made with accessible users in mind.

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>



All4.com Homepage example



This is an example of an ad background, it includes the dark grey block for the All4 page content area.

Max file size: 400kb
(Tinypng.com is great for compressing artwork <https://tinypng.com>)

Please note:

Background creative will be fixed in position (no scrolling)
Animated backgrounds will be approved on a case by case basis.

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>



All4.com Homepage - display formats

| Format | Animated Gif | 3rd Party ad served Rich Media | HTML5 |
|-------------|--|--|-------|
| Leaderboard | 728x90 30kb Max file size | 30kb initial, 2.2mb polite download | 100kb |
| MPU | 300x250 30kb Max file size 30kb Max file size | 30kb initial, 2.2mb polite download | 100kb |

Further Info

- Channel4 accepts 3rd-party ad-serving of the above units from the following approved vendors, Sizmek, DoubleClick, Flashtalking, Atlas DMT and Mediaplex

- Assets can be supplied through a 3rd party or can be supplied as HTML5 files to the spec found here <http://www.iab.com/guidelines/html5-for-digital-advertising-1-0-guidance-for-ad-design-ers-creative-technologists/> with a back up image(GIF). Please can you also ensure the creative

adheres to the points below

- Max of 3 loops (:30) Sound must be user initiated
- A new window should open onclick-through
- Rapidly flashing content may trigger seizures in people with photosensitive epilepsy and therefore we discourage it's use across the site. This is in line with our Accessibility Guidelines

PLEASE NOTE:

Display media should be received 5 full working days before the campaign start date.