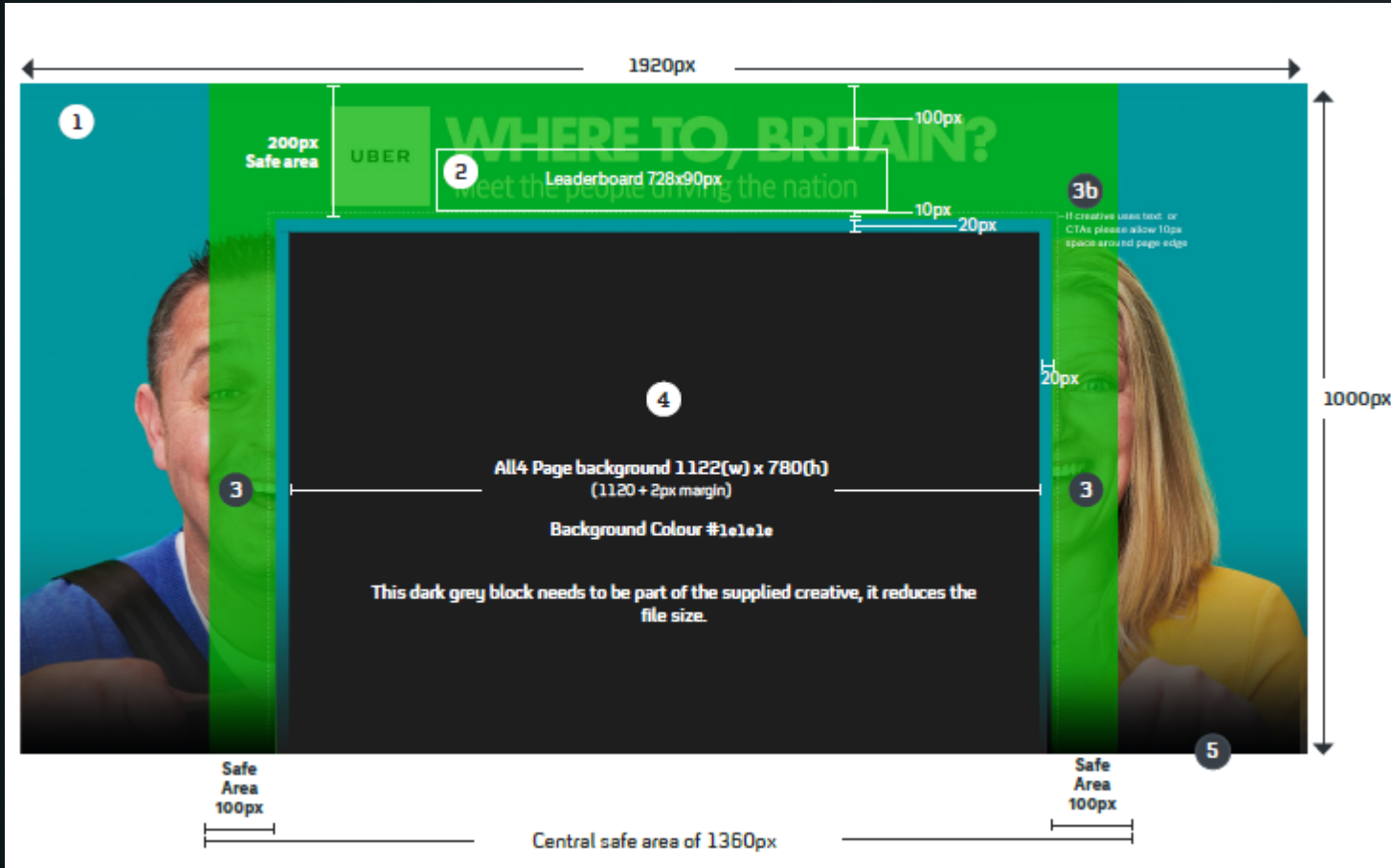




HOMEPAGE TAKEOVER SPECS

ALL4.COM HOMEPAGE SKIN SPEC



1. SKIN 1920 X 1000 PX

THE IMAGE NEEDS A SAFE AREA OF 100PX FROM THE SIDES OF THE ALL4 PAGE AND 200PX FROM THE TOP. THE ALL4 PAGE CONTENT WILL COVER THE CENTRAL PART OF THE CREATIVE. PLEASE ADD NO⁴ ON THE ARTWORK. **MAX FILE SIZE: 400KB**

LEADERBOARD SITS 10PX ABOVE THE ALL4 PAGE AND 100PX BELOW THE TOP OF THE BROWSER VIEWPORT

2. SAFE AREA 100PX

100PX TO EACH SIDE OF THE PAGE. ANYTHING THAT IS OUTSIDE OF THIS AREA MAY NOT BE SEEN DEPENDING ON SCREEN SIZES. 3B IF THE CREATIVE INCLUDES CTA OR TEXT PLEASE ALLOW 10PX CLEARANCE FROM PAGE.

3. PAGE CONTENT BACKGROUND 1122X780:

THIS BLOCK SHOULD BE PART OF THE CREATIVE, 1122X780, #1E1E1E, 220PX FROM THE TOP AND CENTRED ON THE IMAGE.

4. 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](https://lists.w3.org/Archives/Public/W3C-WAI-GL/2003JULSEP/0584.html)



ALL4.COM HOMEPAGE SKIN EXAMPLE

BEN & JERRY'S
Cookie Dough
peace pop

COMEDY COOL-LECTION

FANCY A GOOD LAUGH? LET'S STICK ON THE BEST COMEDY BITES

Home My4 Live TV Categories Box Sets Parental Controls: Off Search

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Welcome to All 4... All 4 in partnership with Domino's

MADE IN CHELSEA
Join their champagne bubble for the new series

24 HOURS IN POLICE CUSTODY
Follow a murder hunt with no body...

FOOD UNWRAPPED DOES GREAT BRITAIN
A fresh look at great British grub

HOTEL FOR DOGS
A family comedy for the holidays. Seven days only.

THE CIRCLE
The original social media reality show continues

Advertisement
BEN & JERRY'S
Cookie Dough
peace pop
COMEDY COOL-LECTION
WATCH NOW

Continue Watching Go to My4 >



All4.com Homepage - display formats

FORMAT	ANIMATED GIF	HTML5
LEADER 728 X 90	100 KB MAX FILE SIZE	100 KB MAX FILE SIZE
MPU 300 X 250	100 KB MAX FILE SIZE	100 KB MAX FILE SIZE

HTML FILES SHOULD BE SENT TO THE SPEC [HTTPS://IABTECHLAB.COM/STANDARDS/HTML-5/](https://iabtechlab.com/standards/html-5/) 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 ON CLICK-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

TAGS

- HTML 5 FILES SHOULD BE SENT AS FILES WITH CLICK AND IMPRESSION TRACKERS – NOT AS CREATIVE TAGS.
- CHANNEL4 ACCEPTS 3RD-PARTY TAGS FROM THE FOLLOWING APPROVED VENDORS; SIZMEK, DOUBLECLICK AND FLASHTALKING.
- PLEASE USE THE CLICK TAG CODE ON THE FOLLOWING PAGE FOR HTML5

PLEASE NOTE: DISPLAY MEDIA SHOULD BE RECEIVED 5 FULL WORKING DAYS BEFORE THE CAMPAIGN START DATE.

HTML5 – files required

Files required: When submitting the HTML5 creative to Channel 4, please make sure the creative contains the following files:

- Creative medial file (JPG, GIF)
- index.html (HTML)
- main.js (JS)

HTML5 – files required

FOR THE CLICKTROUGH TO WORK CORRECTLY, PLEASE FOLLOW THE STEPS BELOW AND IMPLEMENT THE APPROPRIATE CODES BEFORE SENDING THE CREATIVES OVER TO CHANNEL 4.

MAIN.JS FILE

IN THE FILE SHARED WITH YOUR CHANNEL 4 TEAM, PLEASE ENSURE THAT THE **MAIN.JS** FILE CONTAINS THE CODE SNIPPET BELOW:

```
(function() {
  'use strict';
  function clickHandler(e) {
    window.open(window.clickThruURL, '_blank');
  }
  var init = function() {
    document.body.className = 'loaded';
    var clickArea = get('container');
    if (clickArea.addEventListener)
      clickArea.addEventListener('click', clickHandler, false);
    else clickArea.attachEvent('onclick', clickHandler);
  };
  function get(id) {
    return document.getElementById(id);
  }
  window.onload = function() {
    init();
  };
})();
```

HTML5 – files required

Index.html file

In the **index.html** file you provide, please make the code snippet below is included in the file

```
function getQueryVariable(variable) {
  var query = window.location.search.substring(1);
  var vars = query.split('&');
  for (var i = 0; i < vars.length; i++) {
    var pair = vars[i].split('=');
    if (pair[0] == variable) {
      return decodeURIComponent(pair[1]);
    }
  }
  return false;
}
var clickThruURL = getQueryVariable('clickthru');
```

Please note that when using the variable “clickThruURL” (highlighted in yellow above), make sure this is being used consistently across your codes.

If you’re using “clickTag” anywhere else in your code already, please replace it with “clickThruURL” so the code can apply to correct reference to the clickthrough throughout the code.