



Creative Specs 2010

Channel4.com *including*

E4.com

Pre-roll (Short form Clips & 4oD Online)



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Standard Creatives

Banners

- 468x60
- 30k max file size

Standard Skyscrapers

- 120x600, 160x600
- 30k max file size

MPUs

- 300x250
- 30k max file size

Leaderboards

- 728x90
- 30k max file size

Double MPUs

- 300x600
- 30k max file size

Newsletters (4Homes)

- 468x60 gif banner only (plus click URL)
- Tile Spot 128x166 gif (plus click URL) (4Homes only)
- 12k max file size

Max of 3 loops (:15)
Sound must be user initiated



Rich Media (1)

Expandable Creatives

Banners

- 468x300 max expansion downwards
- 30k initial, 2.2MB max polite download

Leaderboards

- 728x360 max expansion downwards
- 30k initial, 2.2MB max polite download

Skyscrapers

- For a 120= 360x600 max expansion (to the left)
- For a 160= 480x600 max expansion (to the left)
- 30k initial, 2.2MB max polite download

MPUs

- 600x250 if horizontal, 300x500 if vertical
- 30k initial, 2.2MB max polite download
- Expansion of the creative needs to be to the left for the majority of Channel4 site areas. If booking into a specific area please check the direction of expansion required with your C4 Sales Representative.

Double MPUs

- No expansion allowed.

NB: No expandable creatives are permitted on the E4 landing page.

Max of 3 loops (:30)

Sound must be user initiated

Must have roll on/roll off functionality and a clear close button, preferably located on the top right-hand side [Close X]



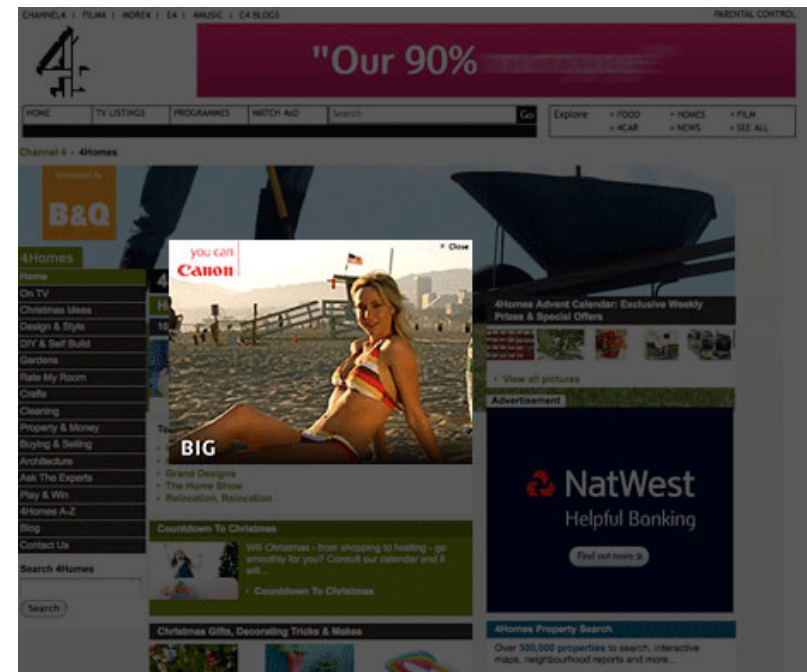
Rich Media (2)

Overlays

- 500x350 max size
- 30k initial download, 2.2MB max polite
- Clear close top right [Close X]
- Sound must be user initiated
- Max length 10 seconds
- Creative subject to editorial approval
- Any transparent elements of the creative that show the underlying page's content must not be activated as the hit area for the ad.

Please note:

- No Overlays are permitted on Channel4.com or E4.com landing pages. Overlay Surveys (Dynamic Logic or similar) must not automatically launch from standard creatives that run on our sites. We will only run Overlay Surveys directly from our Adserver. Advertisers doing this will have their campaigns suspended until resolved.





Important Info: Standard & Rich Media creatives

- Creatives can be supplied as .gif or Flash (.swf). If built using Flash then the clickTag method should be used. Instructions can be found on the next page. A gif back-up creative should always be provided. Versions up to Flash v9 can be used.
- We accept 3rd Party tags from the majority of providers. The most commonly used by agencies for standard media on Channel4 are Doubleclick and Atlas, for rich media Eyeblander.
- Third party tags should always be in JavaScript form.
- 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 in line with our Accessibility Guidelines.
- Standard media should be received 3 full working days before campaign start date and Rich Media/ Pre-rolls 5 full working days before.



clickTag method for Flash creatives

The following code should be included in the Flash in full on a Button layer, as follows:

```
on (release) {  
  getURL (clickTag, "_blank");  
}  
on (rollOut) {  
  if (Key.isDown(Key.SHIFT)) {  
    shiftkey = 1;  
  } else {  
    shiftkey = 0;  
  }  
  if (shiftkey == 1 && Key.isDown(Key.TAB)) {  
    getURL ("JavaScript:focusUp();");  
  }  
  if (shiftkey == 0 && Key.isDown(Key.TAB)) {  
    getURL ("JavaScript:focusDown();");  
    shiftkey = 0;  
  }  
}
```

[Click here](#) for further instructions.



Pre-rolls

Longform Programmes

(4oD/YouTube/SeeSaw)

MP4 (MPEG-4 Movie)

(cannot be provided as a third party tag)

Encoding guidelines

- Format: MP4
- Video Codec: H.264
Advanced Video
Codec (AVC)
- Video Bit Rate: 500kb/s
- Audio Code: AAC
- Audio Bit Rate: 128kb/s
- Frame Rate: 25fps
- Aspect Ratio: 16:9
- Resolution: 512x288
- Video length max: 30 seconds
- Clocks should be removed

IMPORTANT

Please provide a valid **Clearcast Clock Number**. This allows us to check for any restrictions the asset may have with programming. Without one we cannot put any asset live.

Please provide creative 5 working days before campaign start date. Creative changes and amends after the campaign has been set-up will require a further 5 working days to be set-up.

4oD overall tracking available as a 1x1 and click command.
Customisable text available (42 character limit).



Pre-rolls

Shortform Programme Clips

(Channel4.com Clips/E4.com Clips)

.flv file required (Flash Video)

(cannot be provided as a third party tag)

Encoding guidelines

- File format required: FLV, Flash 7
- Width: 512px (widescreen content)
- Height: 288px
- Video Bit rate: 600Kbps
- Video Codec: On2 VP6
- Frame rate: 25fps
- Key frames: 50 frames (2 secs)
- Audi Bit rate: 128Kbps Stereo 44 kHz
- Audio Codec: MP3
- Video length max: 30 seconds
- Clocks should be removed

Video should not include a leader.

It is important to ensure that non broadcast material is removed from the top and sides of the frame.

All videos should be in **Widescreen (16:9)** format wherever possible.

Clips tracking available as a 1x1 and click command.
Clickable Pre-rolls available on the C4.com/E4.com Clips Player (Brightcove).



Homepage takeovers

Please refer to guidelines on the Channel4 Sales Site:

http://www.channel4sales.com/advertising/online/ad_formats_and_specs/Channel4.com+Homepage+Takeovers



Advertorials

We offer a variety of integrated solutions for advertisers, from Advertorials to Ad-Funded Programmes.

For further information please contact your C4 Sales Representative or Laura Byrnes on 0207 306 8562. Alternatively, please email newmediacampaignmanagement@channel4.co.uk for all queries related to advertorials.



Contact

We're always open to discuss new creative executions and to help you in the build process, so please feel free to contact us.

Email: futureanddigitalmediaadvertisingtrafficteam@channel4.co.uk

Telephone: Chris Hulme 0207 306 6907, Paul Graves 0207 306 5363 or Meera Chohan on 0207 306 6312.

For Sales related enquiries please contact Suki Fhalora on 0207 306 3614, or email futureanddigitalmediaadvertisingdepartment@channel4.co.uk