PauseAd

Specification

How to supply your assets

Please send all PauseAd assets as an email attachment to the relevant address below (with Clock number if applicable), your buying agency will be able to confirm which is correct:

- **itvvod-i-group@itv.com**
- **itvvod-t-group@itv.com**
- **itvvod-v-group@itv.com**
- **regional-vod-activation-group@itv.com**

Please Note: All creative is subject to compliance approval.

HFSS / LHF Products

All creatives featuring food and drink must be submitted in advance to Clearcast for assessment under High Fat, Sugar or Salt (HFSS) and Less Healthy Food (LHF) rules

Size & Format

✓ **Text**

All text must be clearly legible for viewers on a standard HD display connected TV from typical viewing distances, text colour must also be considered. The full image will be visible on screen, no safe zones are required.

✓ **File Type**

PNG

✓ **Image Size**

1440 width x 810 height (px)

Please Note:

The asset supplied must adhere to the exact sizing, we cannot accept any other variations.

Timeframes

All assets must be provided to us at least **5 working days** before the campaign start date.

If assets are provided after this timeframe, we'll do what we can to get the campaign live as soon as possible, however, there is no guarantee that it will go live on the desired start date.

Contact

ITV Ad Ops
interactivetraffic@itv.com