

Sponsorship

Ident Specification

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How to supply your video

HD Video Supply

All video copy must be submitted to us via one of the suppliers:

- **Adstream (Extreme Reach)**
- **Peach**
- **ClearCast Library**

For tech queries, please contact the relevant supplier

Copy Rotations

ITV require Caria copy rotations/instructions for all campaigns – if a copy rotation is not received, ITV cannot guarantee a campaign will go live on time.

If you don't yet have a Caria account, please contact cariasupport@peachmedia.com to have a login created, this is a free service. They can also support with creating and sending a rotation.

Please note: We only need the rotations sent to us via Caria, bookings do not need to be made via Caria.

Copy Rotations Guide

- Please ensure the Caria is clearly labelled as **Sponsorship** and the **Show/Sponsor** package so we can link it to the correct campaign
- Caria rotations can only be set for a maximum of 3 months - as sponsorships can run for over a year, we will continue running what is listed in the Caria unless we receive an updated instruction
- Notes can be added to the rotation for any additional information
- We only need **10"** idents listed for longform, if shortform is included, we also need **5"** listed
- The **destination** to send the Caria to is **ITVX Sponsorship** (Broadcast do not need to be included as they will continue with their own rotations)

Tags

ITV accept third party impression and click tracking only

No additional tracking or redirects will be accepted

Approved vendors include:

DoubleClick, Sizmek and Flashtalking

We only accept **IMAGE (IMG)** Impression tags (we **do not** accept JavaScript or iframe)

Please label all tag placements with the corresponding advertiser, brand name and targeting for each campaign or line item

Timeframes

All assets (copy, rotation/instructions and tags) must be provided to us at least **5 working days** before the campaign start date

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

Contacts

Adstream (Extreme Reach)

uk.delivery@extremereach.com

Caria

cariasupport@peachmedia.com

Clearcast

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ITV Ad Ops

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Peach

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