

Fox Freeze Pause Ad Mandatories

If production is required please provide the following information and assets.

Sales or Ops to provide:

Client Name	
Campaign	
TX date	

Client to provide:

Logo	As high-resolution transparent PNG or vector format (AI, EPS, SVG)
Brand Guidelines	If applicable
Imagery	As high res JPEG or PNG Or vector format (AI, EPS, SVG)
Fonts	Please send font files to use
Mandatories	If required on your creative please provide legal lines or Classification logos
Colour Values	If brand guidelines cannot be provided please provide colour values as HEX codes. If no colour values are provided white and black will be used. Colour values can also be lifted from existing creative.
Finished Artwork	To minimise revisions, clients may provide finalised artwork and/or video sized and ready to use. Please see the Fox Freeze Pause Ad Specs for more information. Process files such as Photoshop, Illustrator or InDesign files may also be supplied.

Multiply Production:

- We request a 10 business day lead time for all Fox Freeze Pause Ad production.
 - We cannot guarantee delivery if assets are not provided within this time frame.
- We allow two rounds of client revisions.
 - Please provide feedback or approval in a timely manner. Failure to do so may impact delivery of creative going live.

Best Practise:

- Creative will fill the screen but please note safe areas that account for differences in screen sizes as well as components of the UI. Refer to mock up on following page to see the safe area in relation to the creative.
- Creative will be a landscape format 1920x1080.
- Creative cannot include audio or animation. It is static only.
- Keep your creative simple for maximum impact.
- Creative may include QR codes – these must be supplied by the client.
- More specifications and templates can be downloaded here:
<https://www.foxtelmedia.com.au/digital-ad-specs/fox-freeze-full-screen-direct-io-pg>

16:9 Screen:

