

**creative  
solutions**

# **SPECIAL AD FORMATS GUIDELINES**

Cut In Horizontal/Vertical/ Individuell /Weather/ Betting P24/XXL





## Guidelines and Explanation of terms

For which broadcasters do these guidelines apply:

PULS 4, ATV, ATV 2, ProSieben Austria, Sat.1 Österreich, kabel eins austria, sixx Austria, ProSieben MAXX Austria, SAT.1 Gold Österreich, kabel eins Doku Austria

On PULS 24 it is necessary to consult the Creative Solution as to whether implementation is possible.

Brief description:

The advertising area is freely usable. The advertising area can be freely designed, however the text insert „Werbung“ is obligatory. The Text insert “Werbung” must clearly be separated from the Advertising area. The label “Werbung” MUST stand out clearly from the advertising space! In every cut in advertising form, the lettering „Werbung” (continuous) must be integrated with a minimum size of 30pt (reference value Arial 30pt) and be located within the title area and on the top level. This can be done by the ProSieben-Sat.1 internal real-time graphics or by the customer in advance. There must be no transparencies within the cut-in. The transition to the program content consists of a hard cut. In the standard form, the cut in is faded in with a duration of 6 frames, displayed over the current program and then blended out also over 6 frames.

Action - Safe Area:

Usually covers 95% of the interior area of the image. 5% frame area based on 1920x1080px (HD)

Distance in pixels: left and right each 48px, top and bottom 27px each

Title - Safe Area:

Usually covers 90% of the interior area of the picture. 10% frame area based on 1920x1080px (HD)

Distance in pixels: left and right each 96px, top and bottom each 54px

Within this area, depending on the form of advertising, any labeling required by advertising law must be made.

Compliance with this regulation is meticulously monitored during the technical acceptance by the television companies.

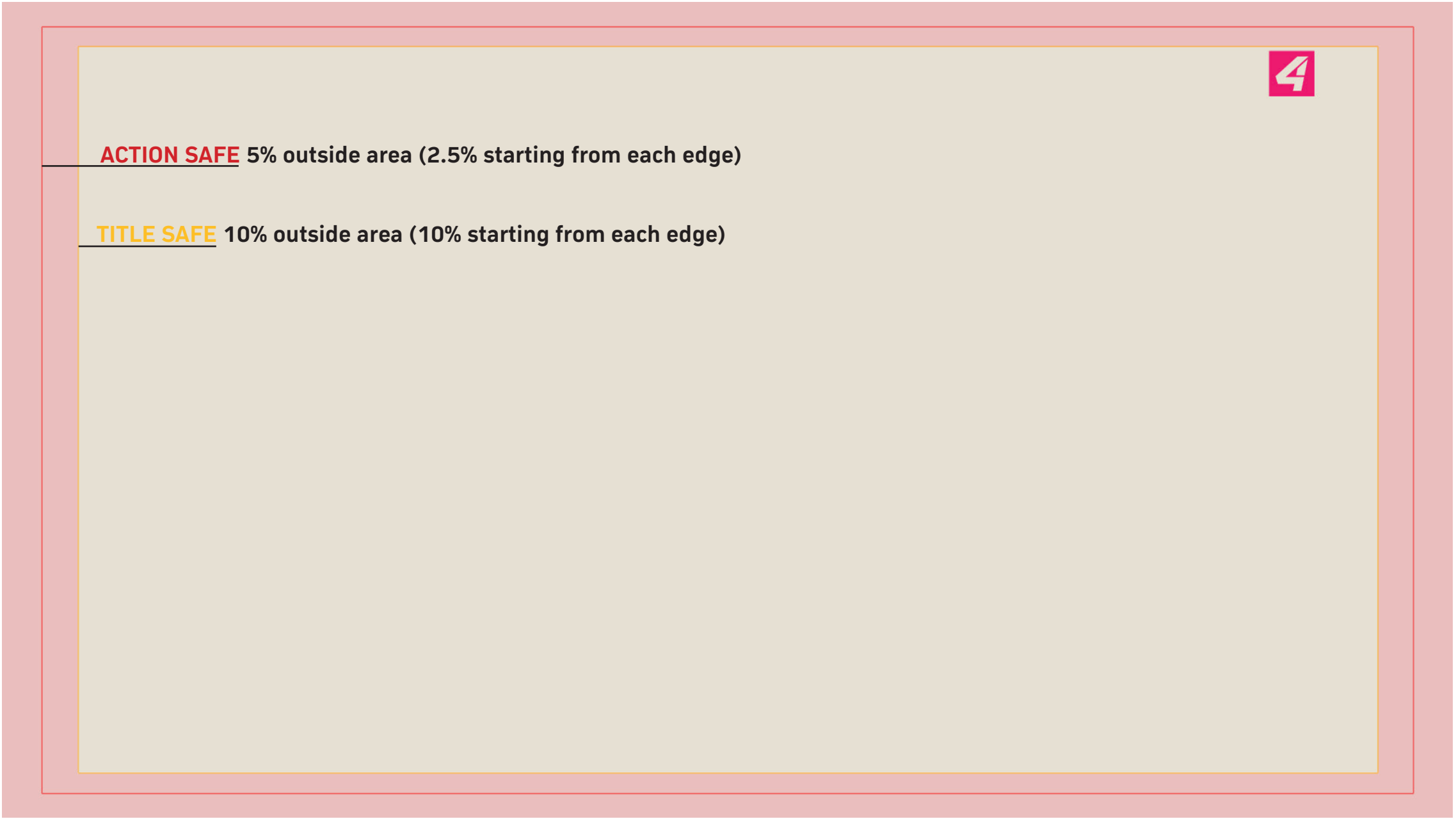
Due to certain technical tolerances, not all TV sets display the entire outer area of the broadcast image. This means that image information maybe incomplete or not displayed at all if they are in this outer area. For this reason, the television broadcasters have set standards in which the design of the image content should be constrained. In this so-called “Safe Area”, it is ensured that certain important image information is visible in the image when it is broadcast.

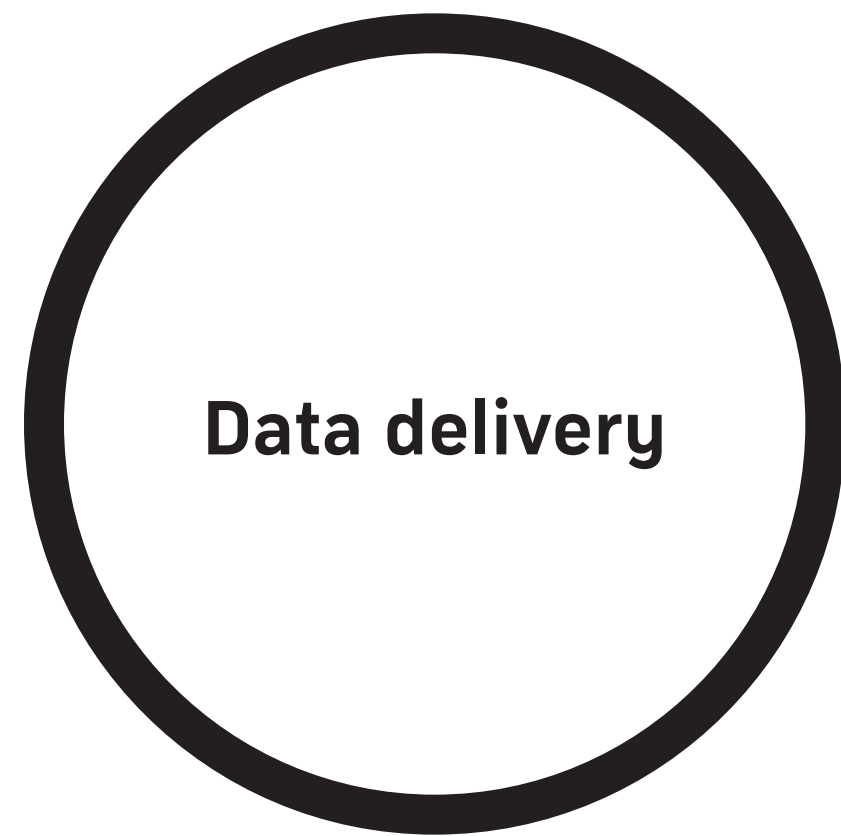
One differentiates:

**Action Safe Area:** Typically 95% of the image’s interior space. Result: 5% frame area, distance in pixels (HD):  
left & right each 48px, top and bottom 27px each

**Title Safe Area:** Typically 90% of the image’s interior space. Result: 10% frame area, distance in pixels (HD):  
left & right each 96px, top and bottom 54px each

Depending on the form of advertising, any labeling required by advertising law must be made within this area. Compliance with this requirement is guaranteed by the technical acceptance meticulously monitored by the television company.





## Data delivery

### Delivery of the data:

It is generally recommended to deliver these production materials via FTP server. Our PULS 4 FTP server is available for cut-ins.

You can obtain the access data from your customer advisor.

After delivery of the cut-in, please notify us at [spotkoordination@prosiebensat1puls4.com](mailto:spotkoordination@prosiebensat1puls4.com)

**Fonts:** The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, this can also be done through ProSiebenSat.1 PULS 4 and can be purchased and installed. Lead time: 2 working days.

**Attention:** No umlauts or special characters and file names that are too long.

**Lead time data delivery** (Working days): **DE 17 Days / AT 7 Days**

### Cut In Horizontal / Vertical - Optimal:

Container: Quicktime Movie

Compressor: Animation (100% Lossless)

Framerate: 50 frames / second

Length: 7 Seconds (350 Frames)

10 Seconds (500 Frames)

Size 16/9: 1920 \* 1080 pixels (cropped: 1920 \* 272 pixels)

Aspect ratio: Square Pixel

Color space: RGBA (with integrated alpha channel / key)

### XXL Cut Ins - Optimal: (XXL Cut Ins are not possible on Puls 24 at the moment.)

- Container: Quicktime Movie

Compressor: Animation (100% Lossless)

Framerate: 50 frames / second

Length: 10 Seconds (500 Frames)

Size 16/9: 1920 \* 1080 pixels (cropped: 1920 \* 272 pixels)

Aspect ratio: Square Pixel

- Collected After Effects project in version 15.1.3. (Build 1) or older

- Photoshop file with layers

- Illustrator file with layers (Version CC 22.1.)

### Individual additional elements:

Fonts: TrueTypeFont for Windows PC (\*.ttf) or OpenType Font for Windows PC (\*.otf)

Images: Photoshop PSD, TIFF or EPS Illustrator Adobe CC 22.1.

Project material: After Effects project version 15.1.3. (Build 1)

### Link to the templates:

[http://www.prosiebensat1puls4.com/download/content/p7s1p4\\_cut\\_in\\_template\\_2018.zip](http://www.prosiebensat1puls4.com/download/content/p7s1p4_cut_in_template_2018.zip)

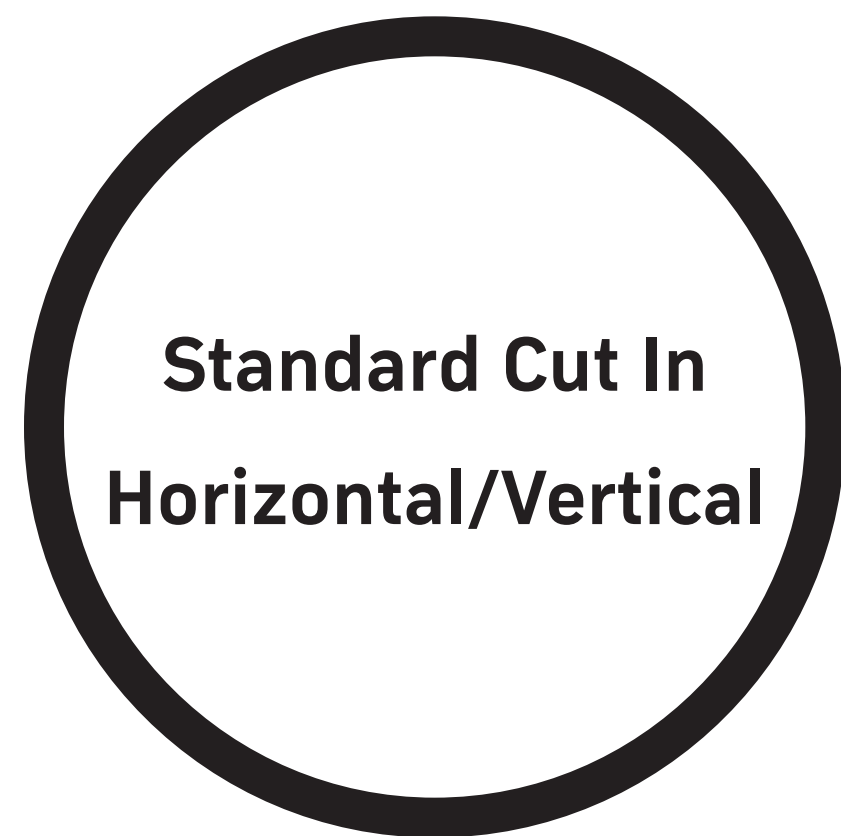


# STANDARD CUT IN

Horizontal/Vertical







### Cut In Vertical

The vertical cut in has a defined area on the right or left side of the image and a total width of a maximum of 525 pixels over the entire image height of 1080 pixels.

### Cut In Horizontal

The horizontal cut in has a defined area in the lower part of the image, lies flush with the lower edge of the total image area and has a total height of a maximum of 272 pixels over the entire image width of 1920 pixels.

#### General data:

- without sound
  - no transparency (not possible under advertising law - clear separation of advertising and program)
  - animatable
  - 7 seconds or 10 seconds duration
  - Labeling "Werbung" / position can vary
- Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area, Visible from the first to the last frame, connected to the cut-in.
- Elements beyond the cut in need an outline of 10px.

#### Data delivery Cut In Horizontal / Vertical - Optimal:

Container: Quicktime Movie

Compressor: animation (100% lossless)

Frame rate: 50 frames / second

Duration: 7 seconds (350 full images)

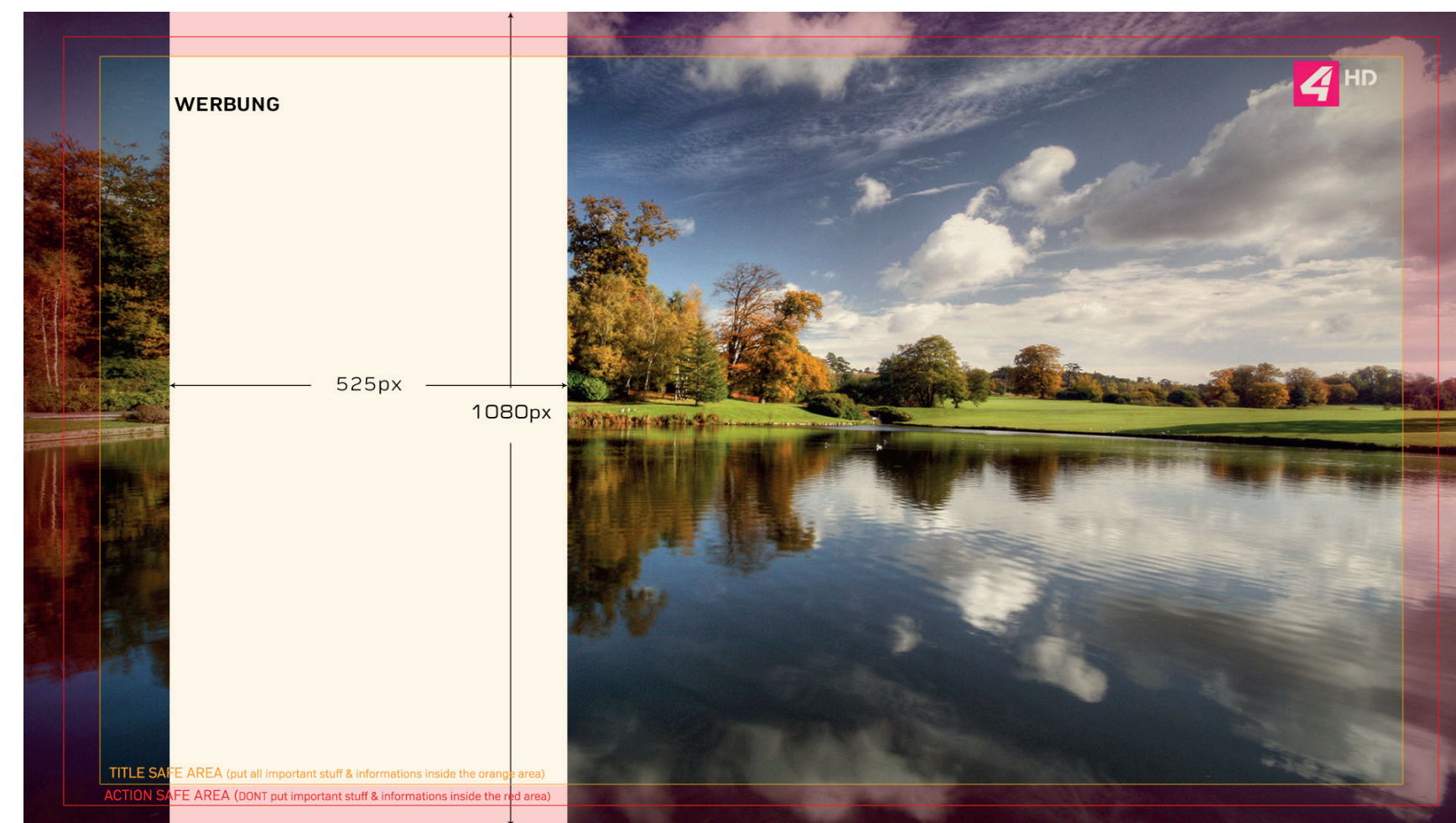
10 seconds (500 frames)

Size 16/9: 1920 \* 1080 pixels (cropped: 1920 \* 272 pixels)

Size 4/3: 1440 \* 1080 pixels (cropped: 1440 \* 272 pixels)

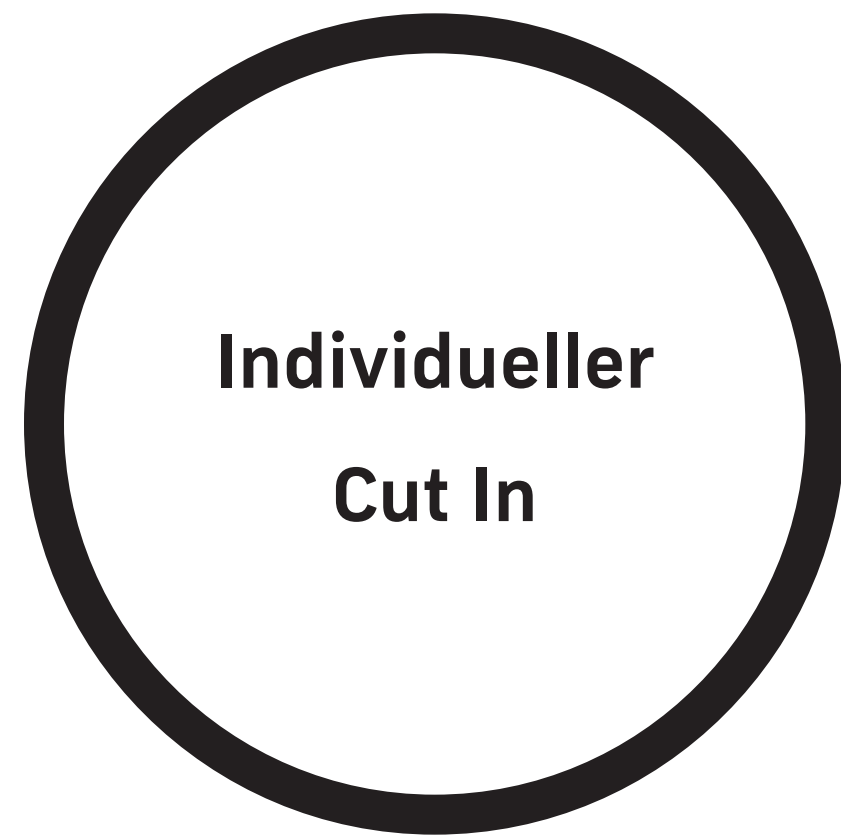
Aspect ratio: Square Pixel

Color space: RGBA (with integrated alpha channel / key)



# MORE INDIVIDUAL CUT IN





**IMPORTANT!** Individual cut-ins that are EXCLUSIVELY used on PULS 4 / ATV / ATV 2 have no particular restrictions. It is only necessary to check whether the idea can be implemented using the layout provided.

Individual cut-ins that are used in the entire station group (AT & DE):

Individual cut-ins, i.e. those whose shape deviates from the horizontal, vertical and XXL, must always be clarified with Creative Solutions.

For technical reasons, production ideally takes place via Creative Solutions.

**General data:**

- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- animatable
- 7 seconds or 10 seconds duration
- Labeling "werbung" / position can vary
- Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area, Visible from the first to the last frame, connected to the cut-in.
- Elements beyond the cut in need an outline of 10px.

**Data delivery Cut In Individual:**

Container: Quicktime Movie

Compressor: animation (100% lossless)

Frame rate: 50 frames / second

Duration: 7 seconds (350 full images)

10 seconds (500 frames)

Size 16/9: 1920 \* 1080 pixels (cropped: 1920 \* 272 pixels)

Size 4/3: 1440 \* 1080 pixels (cropped: 1440 \* 272 pixels)

Aspect ratio: Square Pixel

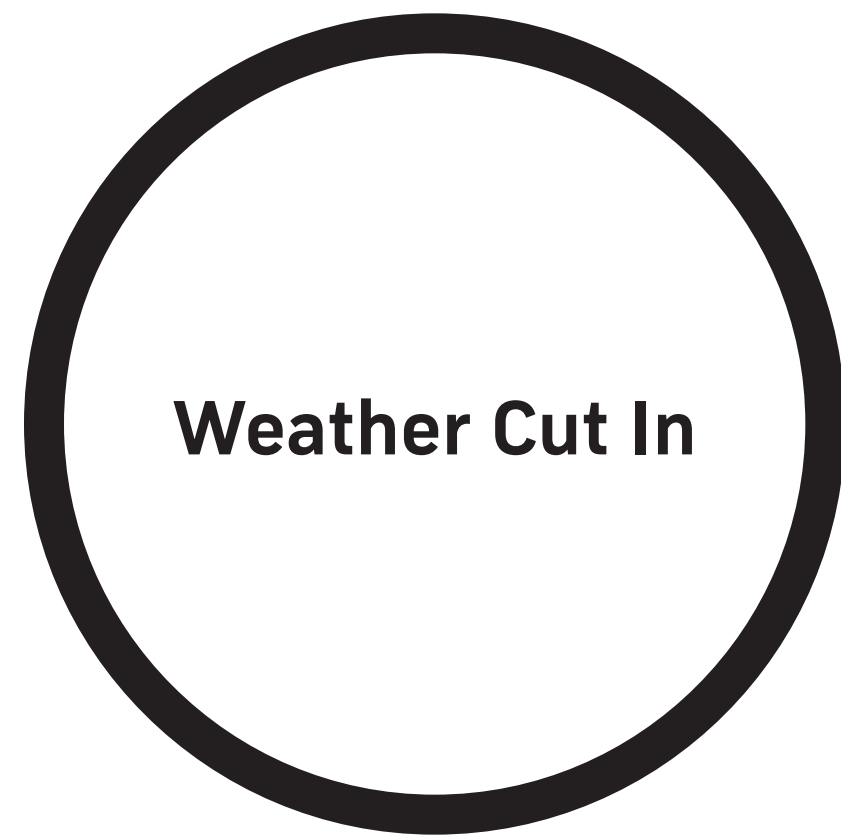
Color space: RGBA (with integrated alpha channel / key)





# WEATHER CUT IN





The weather cut-in is a combination of cut-in horizontal and special icons that can be used on the weather map.

Due to the weather map, the weather cut in is limited in height to 228px - except for an area on the left side of 596px. Graphics placed there can be a bit bigger. It must be checked whether the idea can be implemented based on the layout and the idea provided..

#### General data:

- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- animatable
- 10 seconds duration
- Labeling **“Werbung”** / Position can vary Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area, Visible from the first to the last frame, connected to the cut-in.
- Elements beyond the cut in need an outline of 10px.

#### Icon Data:

- Icon size in map Max. 65 x 130 px
- Optimal delivery 800 x 1080 px PNG/RGBA

#### Delivery of the data:

Open files with layers: PSD, AI, EPS, TIFF, TGA, PNG, JPG

Open projects: After Effects CC 2015 or older version

#### Fonts:

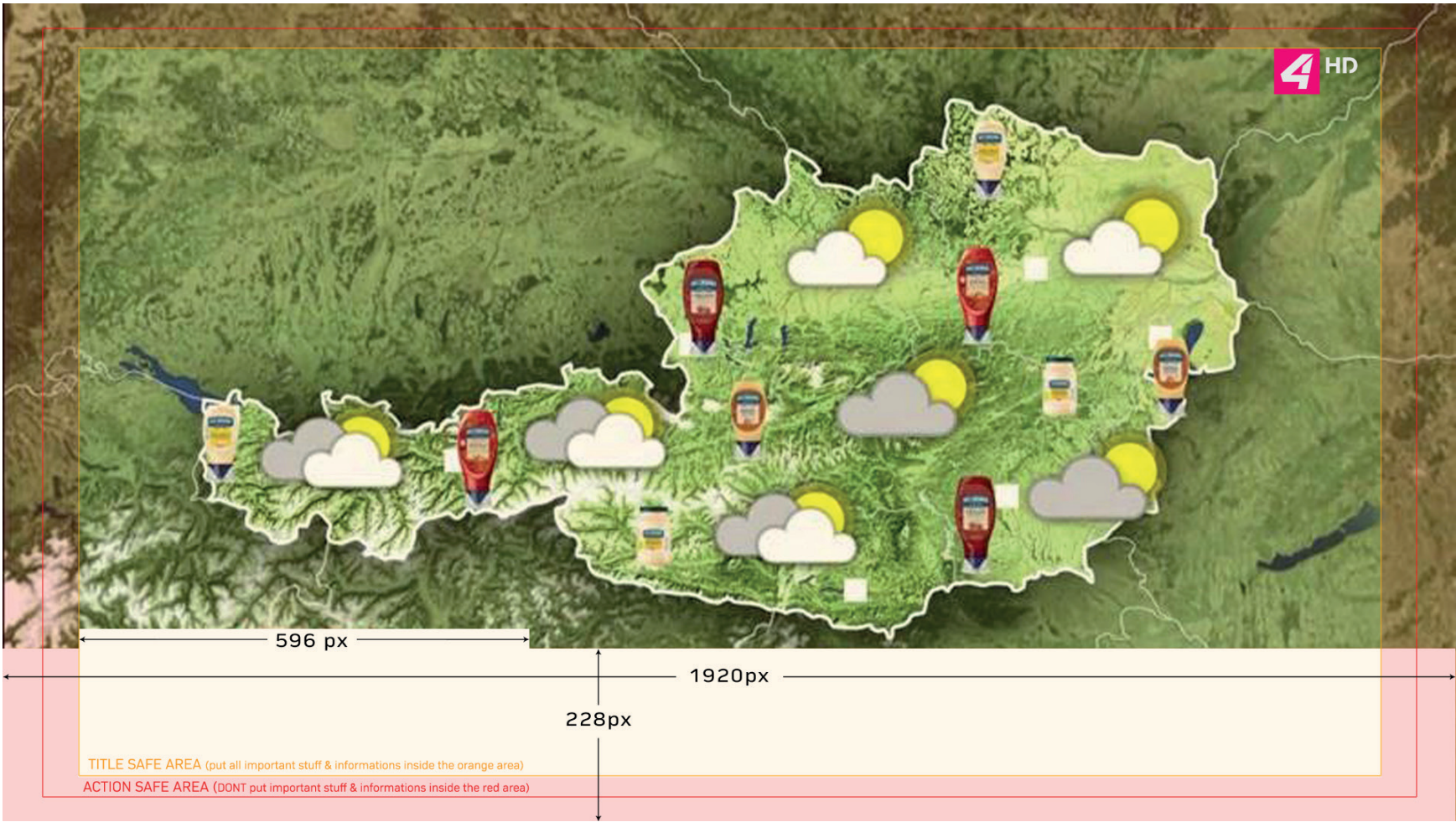
TrueType Font for Windows (\*.ttf)

Open Type Font for Windows (\*.otf)

The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, it can also be purchased and installed through ProSiebenSat.1 PULS 4. Lead time: 2 working days.



Weather Cut In





# BETTING CUT IN PULS 24





The Betting cut-in on Puls 24 consists of two levels. The upper level consists of text elements that can be edited and placed in the system over the second level below, the customer's graphic clip.

#### General data:

- Texts must adhere exactly to the position in the example
- No decorative elements (circles, boxes, other graphics, etc.) may be built around the text
- If possible, Odds should not exceed 3 characters
- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- Text cannot be animated (system)
- Background can be animated (clip)
- 10 "duration
- Labeling "**Werbung**" Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area, Visible from the first to the last frame, connected to the cut-in.

#### Delivery of the data:

Clip: Quicktime Animation (.MOV) 50 FPS 1920x272px

Open projects: After Effects CC 2015 or older version

#### Fonts

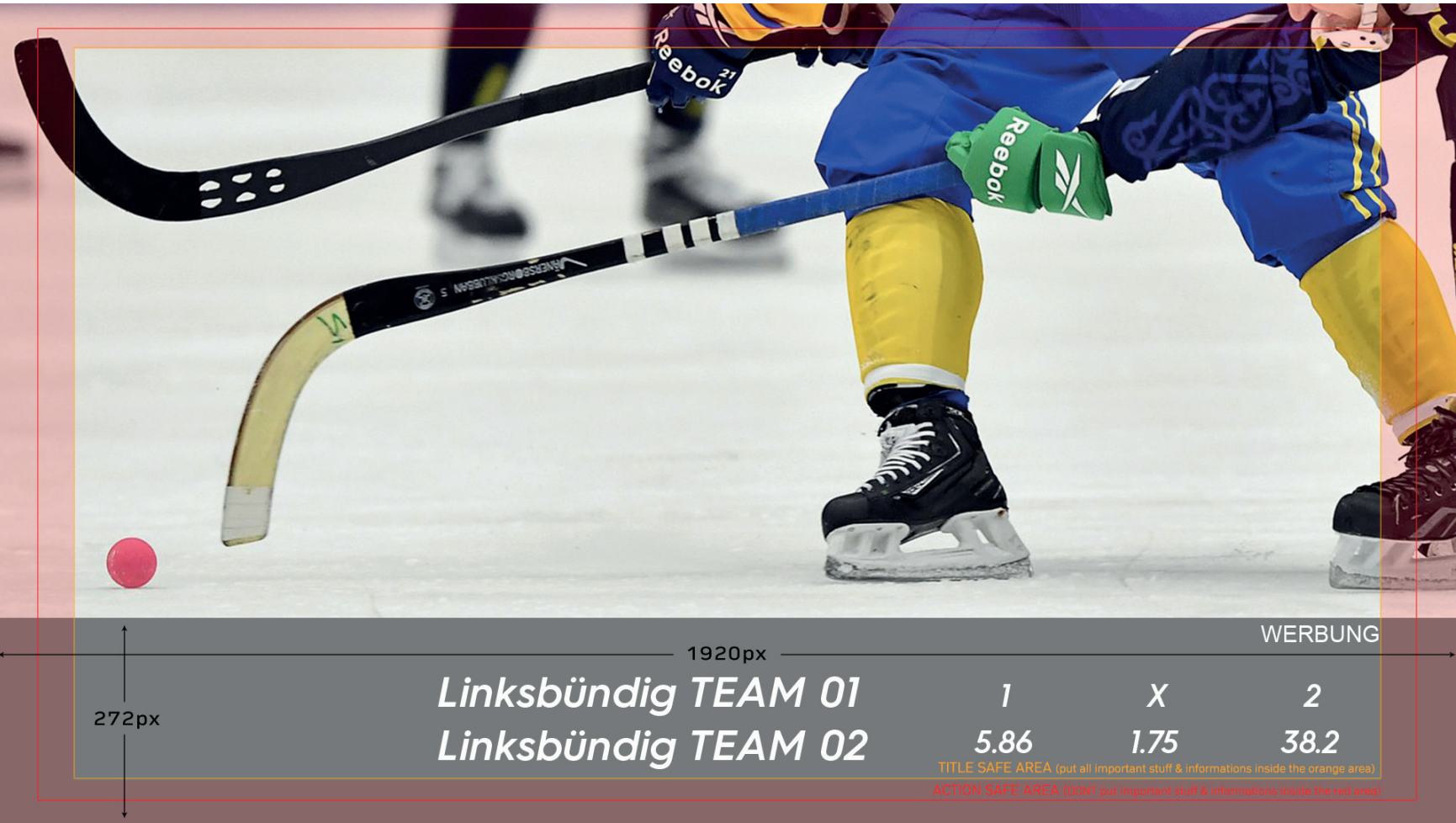
Fonts that we can offer in the system:

Arial, Calibri, Cambria, Candara, Consolas, Constantia, Corbel, Courier New, Franklin Gothic, Gabriela, Georgia, Hurme Geomatic Sans 3, Impact, Lucida Console, Lucida Sans Unicode, Microsoft Sans Serif, Modern, Palatino Linotype, Roman, Segoe UI, Segeo UI Symbol, Tahoma, Times New Roman, Trade Gothic LT Std, Trebuchet MS, Verdana

The use of other fonts requires consultation with Creative Solutions.



Betting CI  
Puls 24



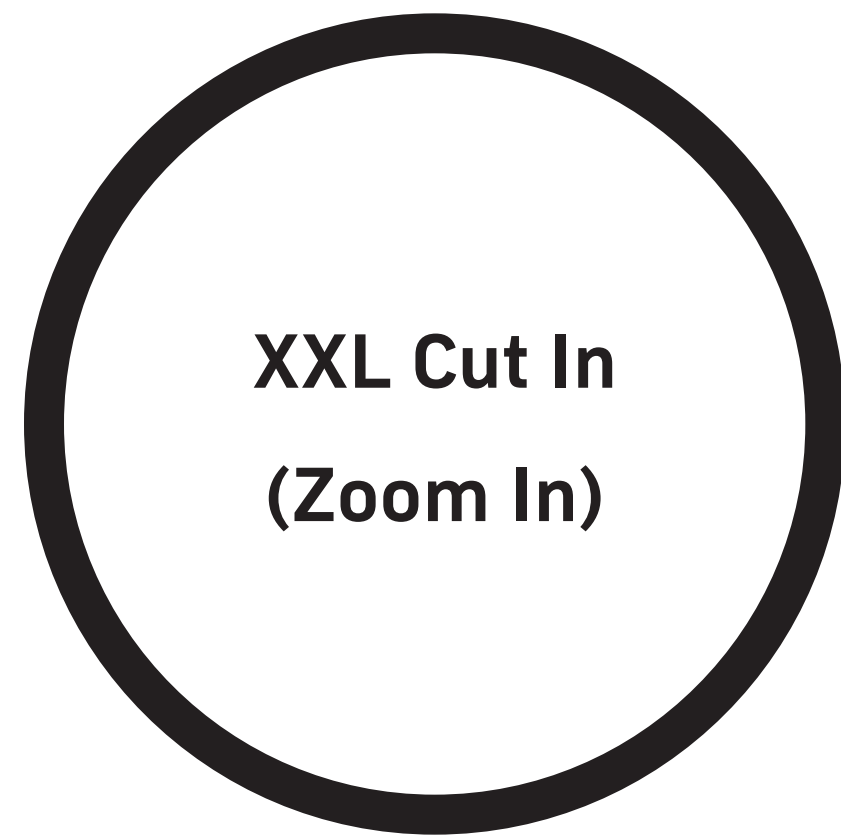
Distribution of information in the picture

- Texts in green come through the Puls 24 System
- Texts in blue & the background of the cut in come as a file from the customer



# XXL CUT IN





The XXL Cut In has a defined area in the picture. It must be checked whether the idea can be implemented using the layout provided. The channel's program window (area of the TV format) must have a minimum size of 63% of the total area of the screen. Namely 1215 x 682 pixels and must not be affected by any effects or otherwise covered over.

Important: ALL XXL CUT INS are built by the CS directly in a "Live Graphics Broadcast System"!

XXL cut-ins for AT can be played on P4, ATV & ATV 2 without additional effort.

XXL Cut Ins for DE can be played on all German group channels.

**XXL Cut Ins for AT and DE: Here we are guided by the technical possibilities from DE and a check must be made as to whether the idea can be implemented on the basis of the layout provided.**

Spots und Clips in XXL Cut Ins:

Since an XXL Cut In differs from a standard Cut In (horizontal / vertical) in terms of production, the following applies: **no full or large-area clips as footage material!**

For technical reasons, these can only be used to a limited extent. This has to be checked in advance.

**At The moment no XXL Cut Ins are possible on Puls 24.**

General data:

- without sound
- animatable
- Area: 1920x1080px (minus the area TV format / program)
- 7 seconds or 10 seconds duration
- Labeling "**Werbung**" (fixed position on the right under the program window)

Delivery of the data: (Cut In XXL)

Collected After Effects project in version 15.1.3. (Build 1) or older

Photoshop file with layers

Illustrator File with Layers (Version CC 22.1.)

Fonts:

TrueType Font for Windows (\*.ttf)

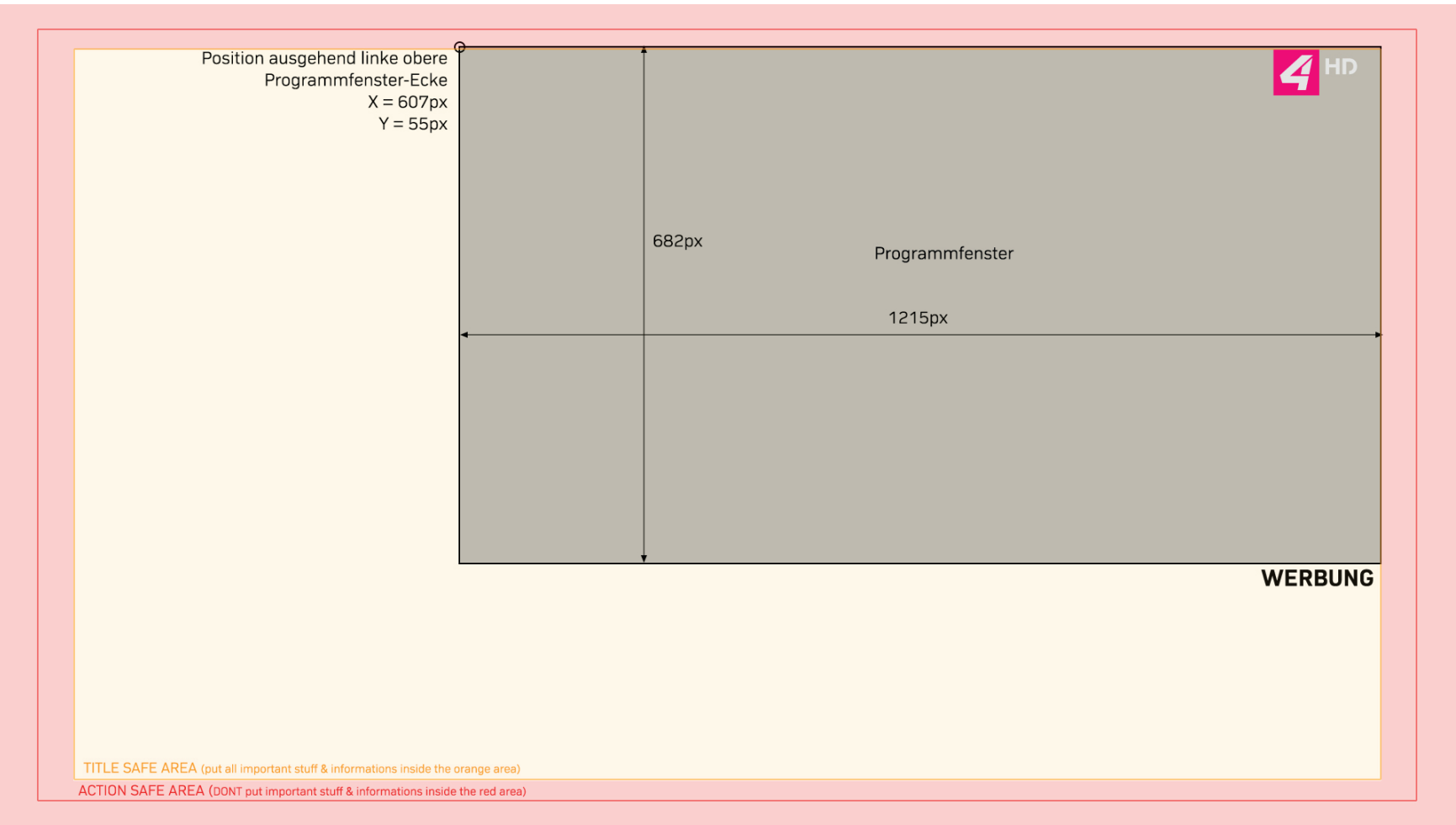
Open Type Font for Windows (\*.otf)

The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, it can also be purchased and installed through ProSiebenSat.1 PULS 4. Lead time: 2 working days.





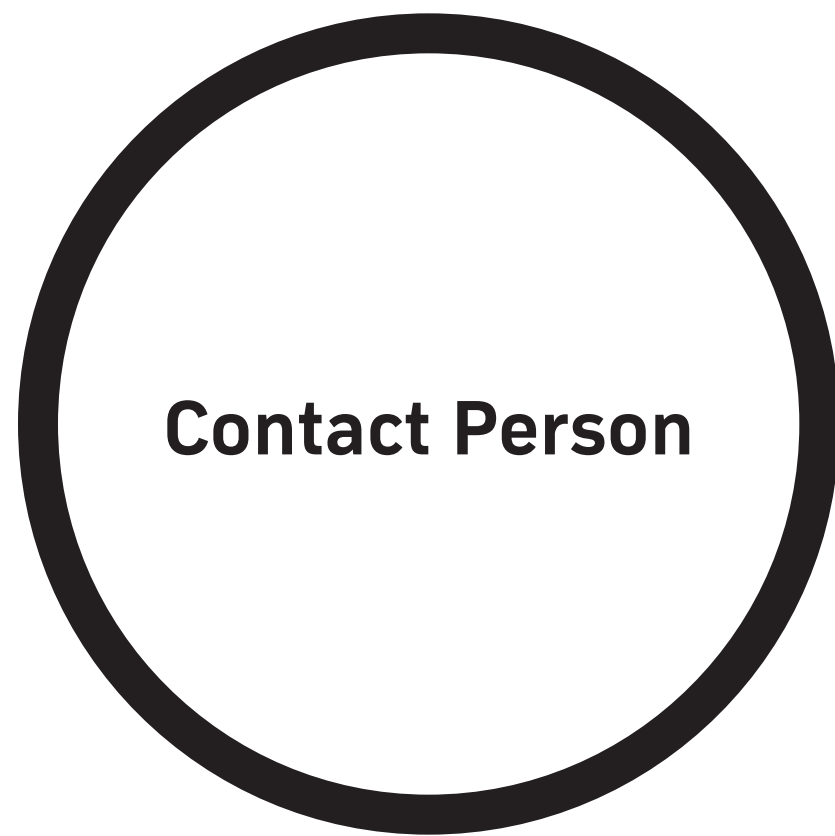
XXL Cut In



The program window has an in and out animation. Scaling from 1920x1080px to 1215x682px. (63% final size). The duration of the in and out animation is 7 frames.

The position of the program window starting from the upper left corner:  
X = 607px  
Y = 55px





**Inquiries about delivery:**

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**Thanks!**