



ATL & BTL Spec Reference Guide

ATL

Overall Notes

Overall Notes

- Depending on how the show is produced, there will be black bars on the top and bottom of all our digital videos
- On Takeovers, if there is a video unit at the top of the takeover, the preference is that have the rest of the standard banners should be static
- If a video appears without Key Art next to it, we need both a Peacock bug and Show bug in the L3s - **is this the case or is preference to have both bugs in every spot?**
- Video spots airing on certain networks (Linear & FEP) have to follow specific guidelines. Meaning, we don't always get to say DDT or "Streaming Now"
- Rich Media assets do not have captions on the video
- Legal lines needed for videos & print/animated OOH; not needed for digital OOH
- CTV videos are always :15

Standard Banners

Overall Notes

- Pre-launch: Creative CTA will be "Sign Up Now"
- Post-launch: Creative CTA will be "Stream Now"

Rich Media

Overall Notes

- Rich Media assets do not have captions on the video
- We use the :15 trailer most often – PMO sends to Art Machine
- Preference for the 970x250 (per Evelyn) is art and video split, not full video then resolve to Key Art
- There is no Rich Media for 320x50

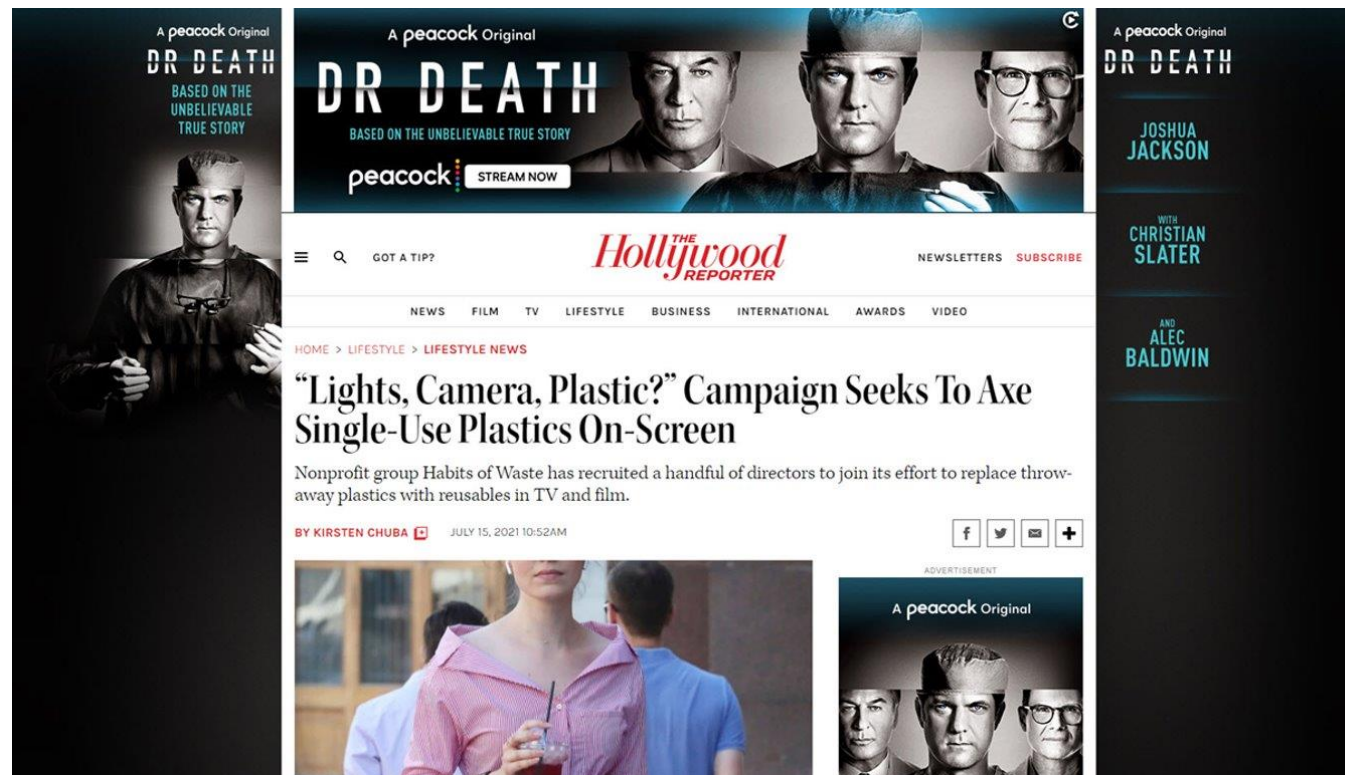
Trade Pubs

Variety, Deadline, THR - Skins

Logo Lockup only – no CTA button

These are responsive units, so they expand/shrink per a user's device

We'd prefer not to use key art as it will be next to banners that are already key art

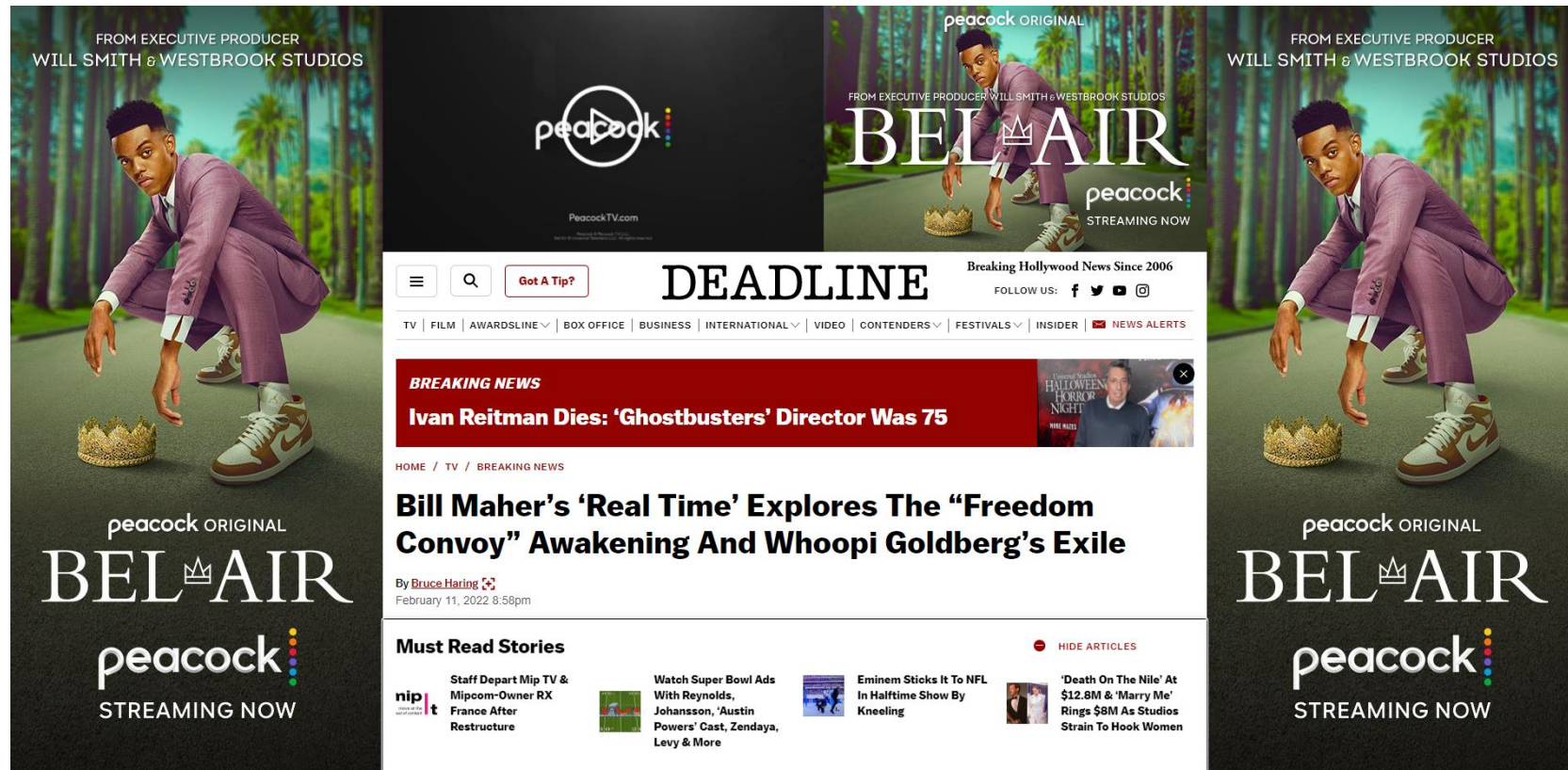


Variety, Deadline, THR - Video Impact Unit

Video + Static (no CTA button)

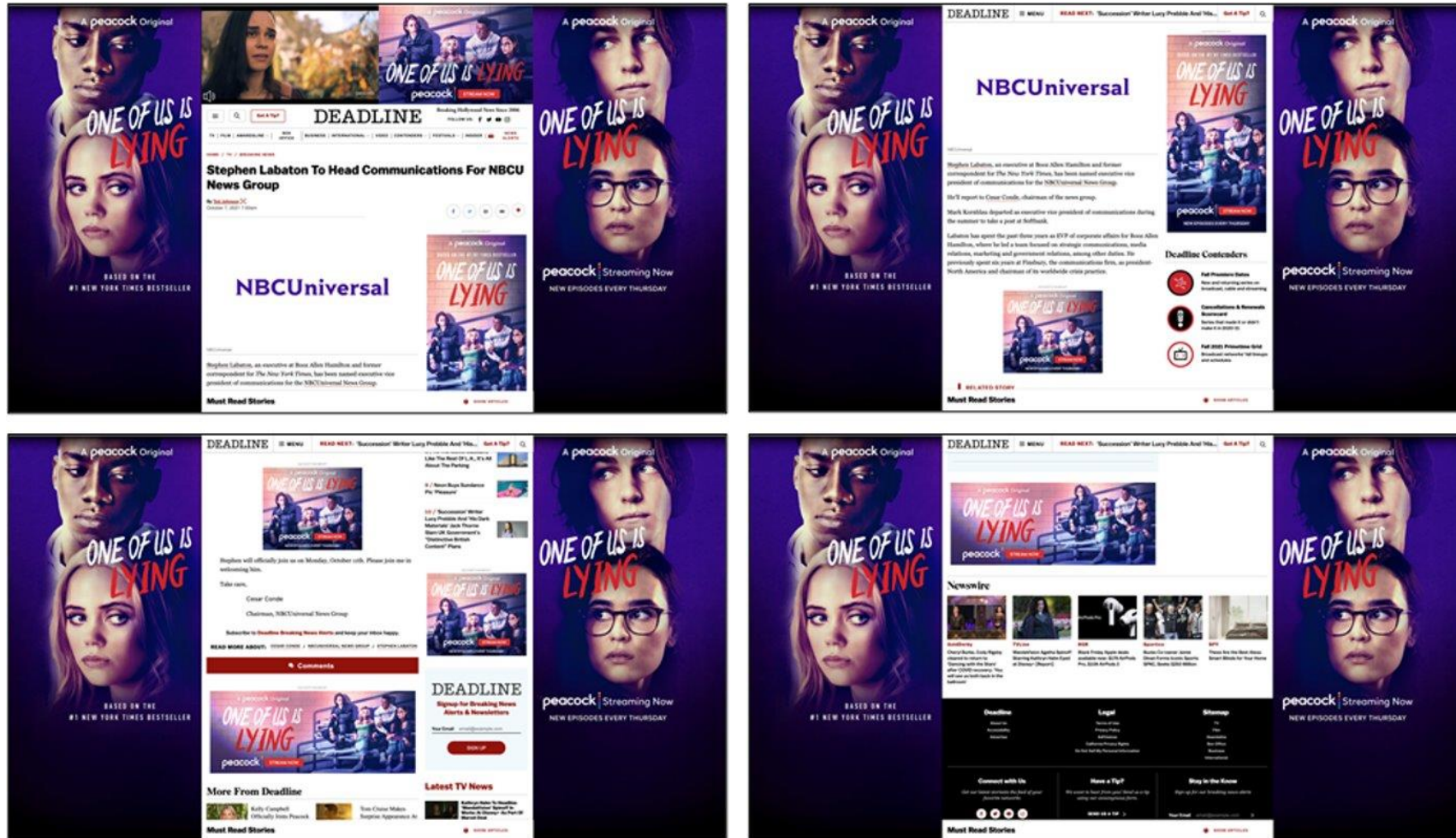
Static is a 465x300 – it is NOT our rich media

Requires 535x300 video resolve, but THR can pull trailer screenshot

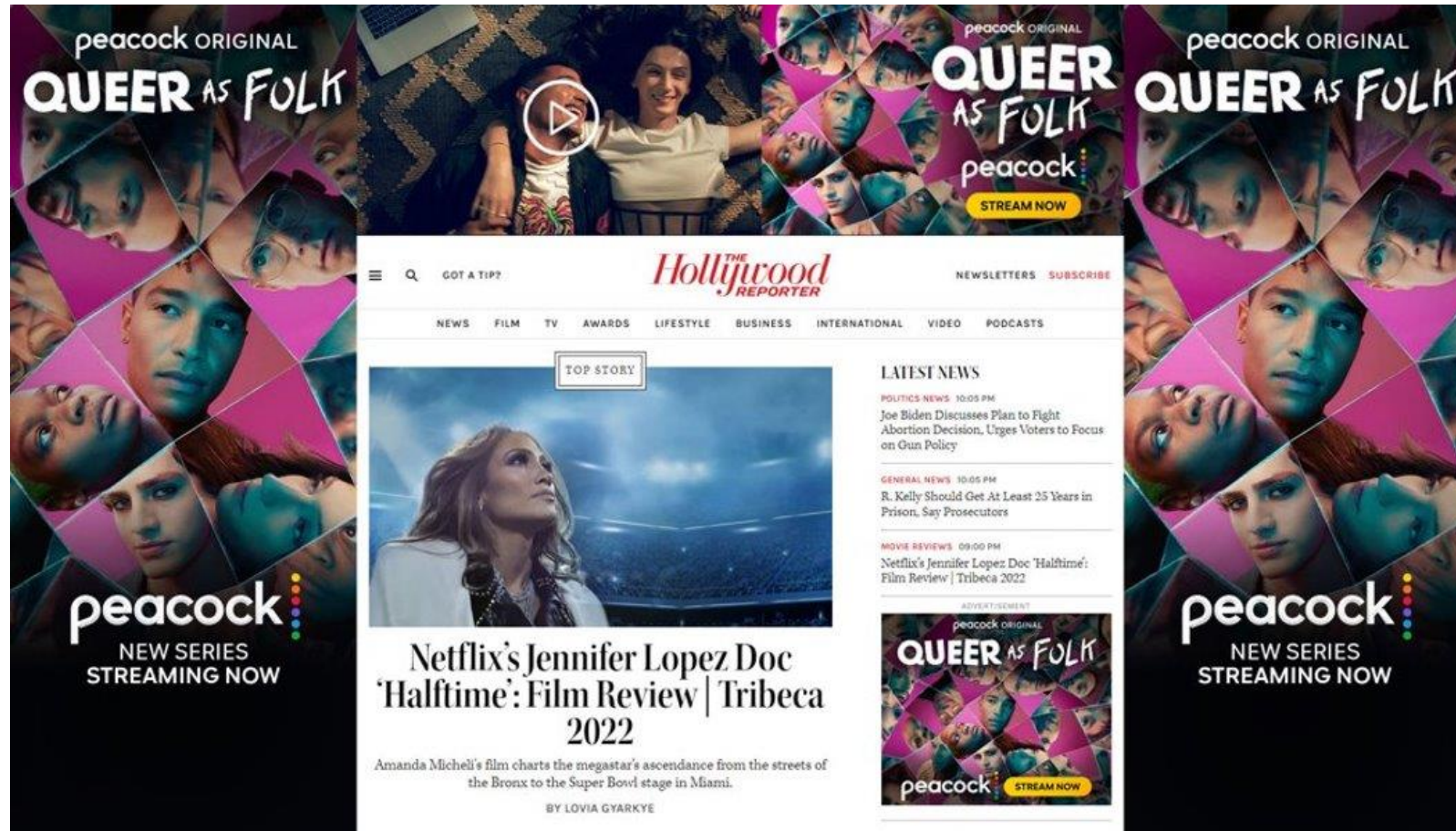


Variety, Deadline, THR

Another example of Skins & Video Impact Unit



THR 100% Homepage Takeover



Animated Skins

Again, Logo Lockup only – no CTA button

Animated skins cannot be site served

These must be 3p tagged by the agency and each side must be under one tag so they serve together

Did this for the first time for Q1 Originals campaign in 2022