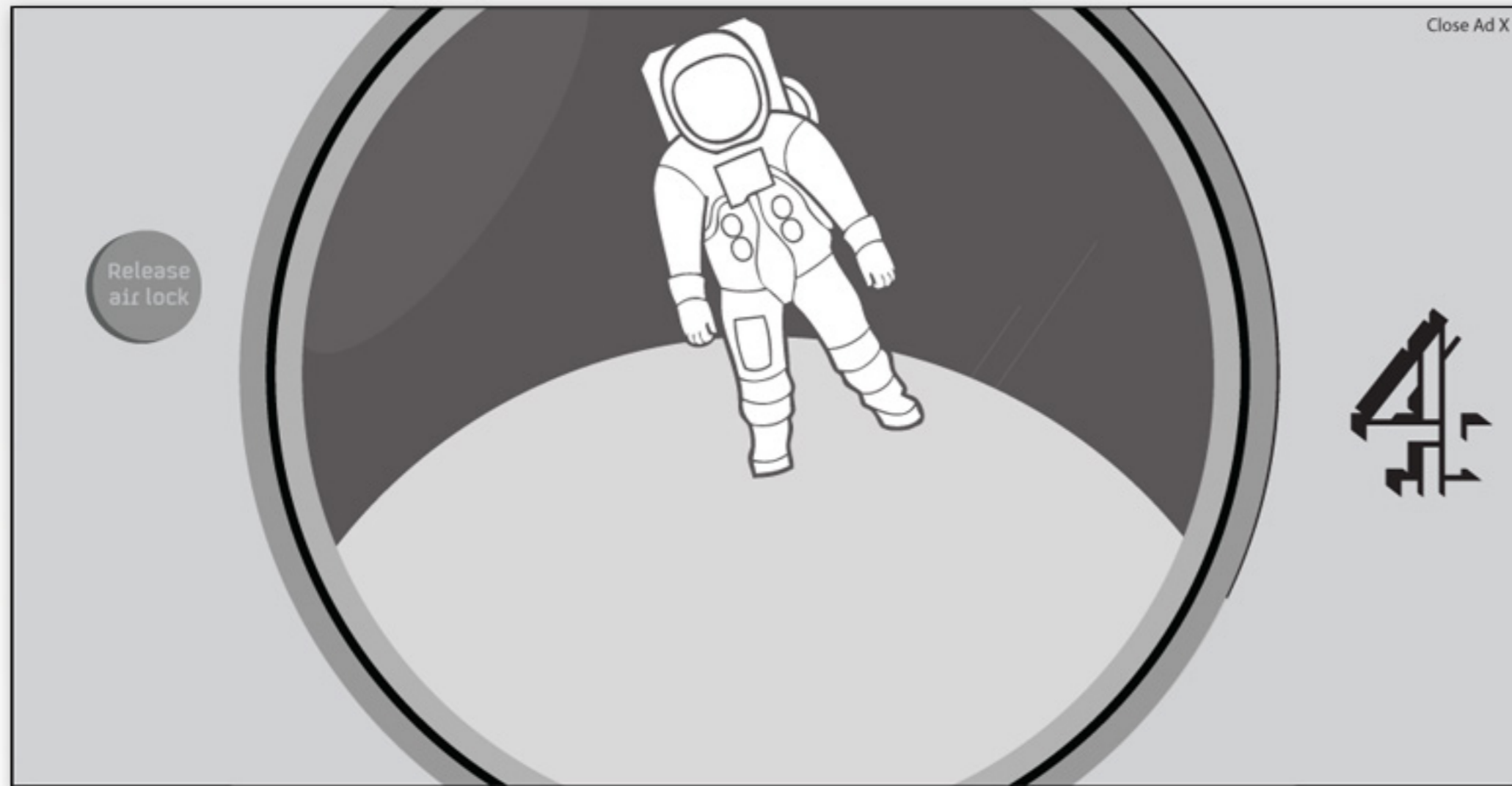
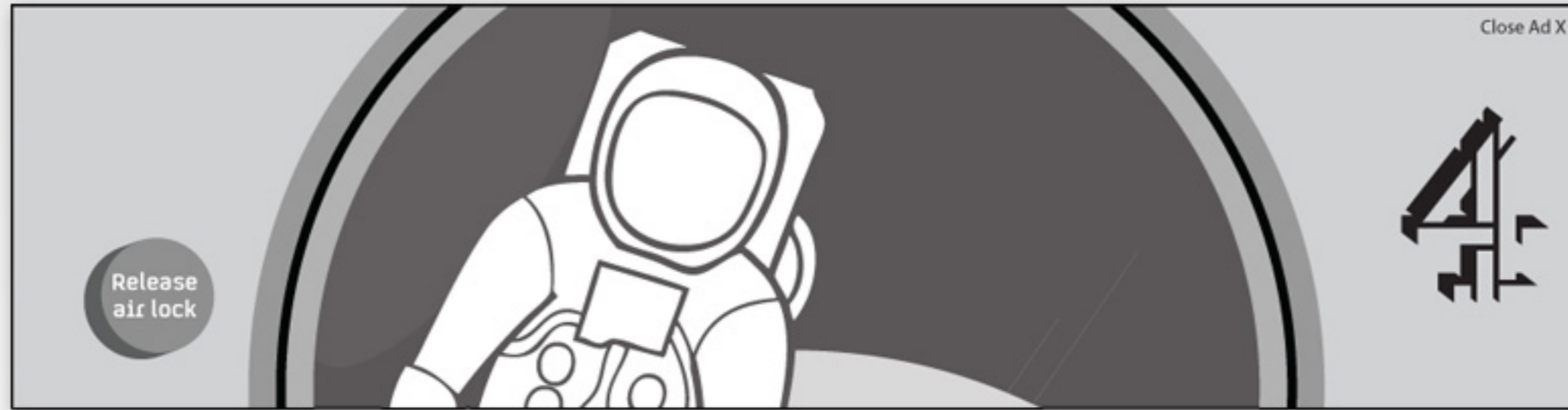


Client: 4 Creative / Channel 4

Title: Space Week

Placement: Telegraph Megabanner Exp



For The Telegraph, the specific ad unit format is TBC. Having spoken to the publisher directly, they are extremely flexible.

1. / 2. Functionally, the ad works in the same way as the YouTube Masthead Exandable concept, i.e. click to expand.

Alternatively, where users do not interact we will set a 'time-out' so that we will resolve to the end frame of the ad which will house the video player / TX info etc.

Super natural
15 West Central Street
London
WC1A 1JJ

+44 (0)20 7993 9389
www.wearesupernatural.com
hello@wearesupernatural.com

Client: 4 Creative / Channel 4

Title: Space Week

Placement: Telegraph Megabanner Exp

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including Monet paintings, are found

House prices: if wages keep up, we earn extra £44,000
If salaries had risen as fast as house prices since 1997, an average couple would earn £44,000 a year more

'Film's most popular child star, she dazzled audiences'

Obituary: Shirley Temple was the most popular child star of the 1930s, receiving at the age of eight 135,000 birthday gifts from fans the world over
25 Comments

Tube strike cancelled after last minute talks
48-hour strike by members of RMT and TSSA unions called off amid claims that job cuts have been halted

Children should see Shakespeare to 'get it'

Rob Ford launches YouTube channel

Danes defend zoo's killing of giraffe

Prime Minister warns flooding victims that they are in for a "long haul" amid warnings that the weather will get worse this week, leaving thousands of homes at risk

- UK floods: weather latest
- Open thread: How have the floods affected you?
- Philip Hammond berated by angry flooding victim

Keep in the picture

TAX

Transparent area

For The Telegraph, the specific ad unit format is TBC. Having spoken to the publisher directly, they are extremely flexible.

3. Where the ad expands downwards, we are proposing that only a certain percentage of the expanded ad unit is used to house the video sequence; the remainder of the expanded area will be transparent.

Where the airlock pressure sequence starts, in addition to elements from inside the ISS flying outwards, the page elements (within the transparent area) will also be affected by the pressure. As the sequence continues, these elements - images, news headlines and stories - start to shake...

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Transparent area

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4. The page elements shake more. The pressure builds to such an extent that the elements begin flying off the page and into the vacuum. Blank white spaces are all that is left from where they were once placed.

The remainder of the sequence will then play out per the YouTube scamps.