M6+ Exclusive

M6 Publicité offers advertisers a premium advertising environment designed to stand out positively with the M6+ audience.

> **Take over all M6+ IPTV pre-rolls for 2 hours during the peak viewing slot (9:00 PM – 10:59 PM).**
> *Format available every day except Thursday.*

> **Availability:**

Direct campaign	CTV

Spot structure

1. **Contextualized Pre-Spot**
   A static image format introducing the advertising concept to viewers. The objective is to highlight that the advertiser is “offering” viewers a more premium advertising experience with reduced ad pressure.
2. **Advertiser Spot annonceur**

> **The pre-spot production is managed by M6 Publicité..**

Format structure : Image highlighting the product or service featured in the advertiser’s spot + advertiser logo + introductory text

Text example : « “With Lacoste, enjoy a reduced commercial break.” (The bolded wording is mandatory on the creative.)

Display duration : 5sec

Deadline for receiving technical assets: 10 business days before the project goes live

Deliverables: All graphic assets in high definition, along with all information required to create the background (brief, logos, fonts, text messages, etc.)

- **Visual :** 1920x1080 in .jpg format or .psd format (with separated layers/elements)

- **Fonts:** .otf or .ttf format
- **Creative Brief**
- **Spot :** 1920x1080 video following the video technical specifications
- **Technical assets deadline :** 10 business days before the project goes live