



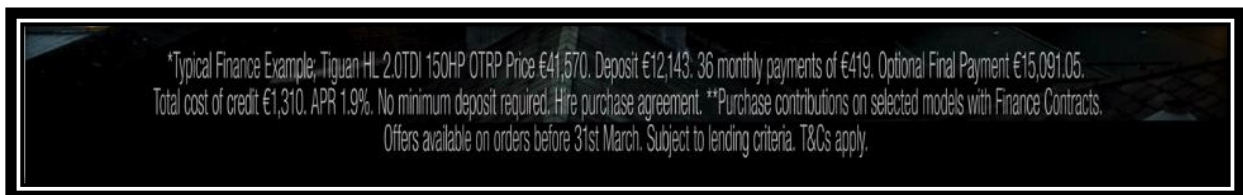
Clearcast's advice for new Superimposed Text rules

We've been working closely with the ASA and BCAP to provide you with a clearer and more digestible picture of the do's and don'ts concerning the new superimposed text guidelines which come into effect on March 1st 2019.

Please note, this document doesn't cover every aspect of the new guidelines but it should provide you with a steer on the everyday issues that we come across. You can find the full guidelines [here](#).

Legibility

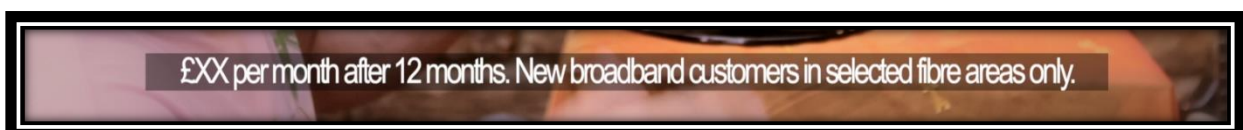
Avoid using tall and narrow fonts for your superimposed text, like this:



Use purer and stronger fonts like 'Arial Narrow', as below:



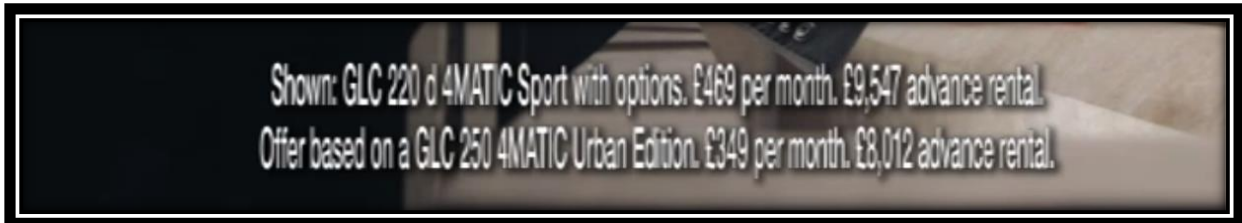
Please ensure that your superimposed text can be **clearly** read for its full duration on screen. If there is poor contrast between your legal supers and your creative, then you may be required to place your superimposed text on an opaque box, like this:



Drop Shadow

Avoid using drop shadow as a fix for illegible supers. This is not the best way to fix your superimposed text under the new guidelines.

So, avoid creating text like this:



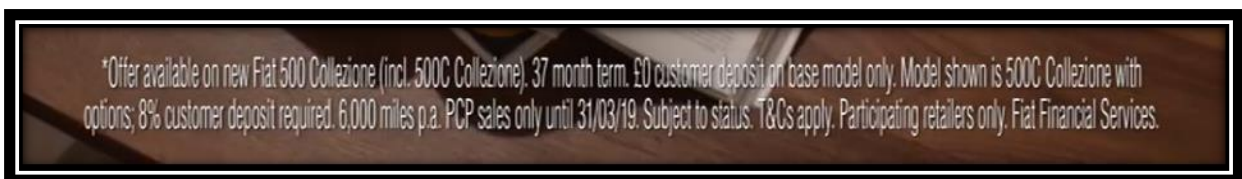
Instead try a bolder font and a full outline like this:



Please note, that outlining of text will only work in certain circumstances.

Two Lines of superimposed text

Avoid using two full lines of superimposed text. If you do, you will incur a longer hold time. Avoid two lines like this:



The calculation for the extra hold time for having text on two full lines is **0.25 secs per word plus 3 seconds recognition time.**

Try centring your superimposed text and placing it on 3 even lines. Like this:



Significant Information (required on screen)

Where a qualification super is particularly significant (need to know info for viewer), we will require more emphasis on it, like amending the main claim to make it easier to read by:

- including the qualification super in the main ad creative, like the example opposite
- using the voice-over to further draw viewers' attention to the claim or relevant info on screen



There will also be a longer recognition period when calculating the duration of hold. A two second extra recognition time will be added to all significant information.

Examples:

Under the **current** rules: 16 words = 0.2 + 3 = 6.2 seconds

Under the **new** rules: 16 words = 0.2 + 3 = 6.2 + 2 = 8.2 seconds

Positioning of Superimposed Text

Avoid placing your superimposed text in the corners of your creative. Superimposed text should be placed at the bottom of the screen and centred.

Relevance

Superimposed text should only contain relevant info. We will challenge any legal that isn't required.

Further Support

If you have further questions about the new guidelines you can reach our Operations team with any questions at help@clearcast.co.uk.

And remember...Clearcast are happy to create your supers for you, via our [Edit to Clear](#) service. Please contact Mark Hynes on 020 7339 4700 for further info and costs.