



How to use the Clearcast Testcard

The Clearcast testcard is designed to make it easier for you to get the size of super-imposed text within your ad to meet the minimum height requirements as stipulated in “**BCAP TV Advertising Standards Code rule 5.4.2**”. A Copy of the code can be found [here](#).

As part of the Clearance Process, the text height in TV lines is checked. This can differ greatly to the font size used in modern post-production applications. By using the test card within your post-production environment you can quickly get an on-screen measure of what the minimum text height requirement actually is. As long as your text is at least this high, then your ad won't be rejected due to “height of supers”.

Once you have downloaded the testcard jpeg, using it is simple:

- 1) Display the testcard full-screen in your post-production ad. The test card has a resolution of 1980x1080 pixels allowing for measurement of HD as well. If you are using this in an SD environment you will have to shrink the testcard so that it is exactly full screen.
- 2) Insert some text over the top of the test card. This is an area top-centre marked as “Minimum Text Height”. Place your text over this space. Measurement should be done using lowercase ‘w’, the height being measured between top and bottom points.
- 3) Once there is no red visible above or below the text, your font size meets the minimum requirements.
- 4) You can optionally produce a quick rough-cut that can be submitted to our Adway system where someone from our Ingest team can check the height for you. Please speak to our Traffic Department for more information on this.