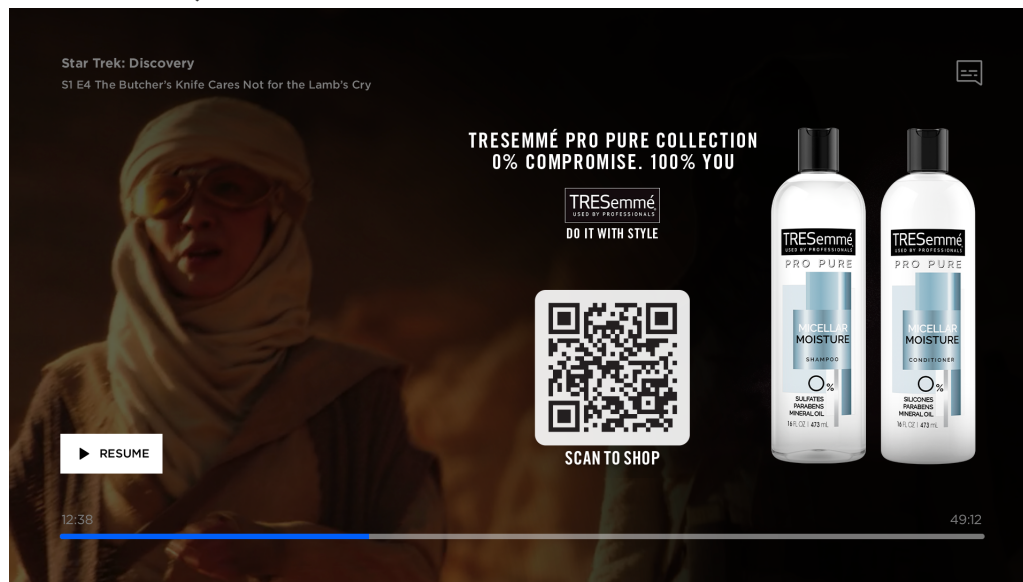


Paramount Pause Ad

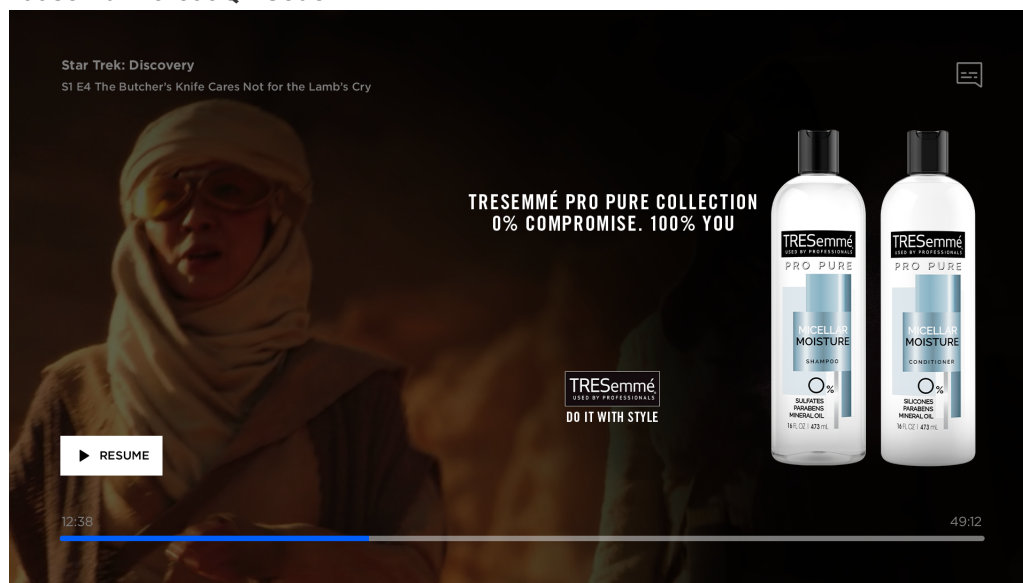
Definition

The Pause Ad is a non-disruptive format that connects your brand directly with audiences during a user-initiated break in the viewing experience.

Pause Ad with QR Code:



Pause Ad without QR Code:



Style Guide & Technical Specifications:

The Pause Ad appears over content on a 1920x1080 standard TV screen a few seconds after a viewer presses pause. It may appear differently depending on the streaming service and device a viewer is watching. The asset is a static png contained in a safety area of 1018x674 with a translucent background. Within the safety area, the Pause Ad is available with or without a QR code. The QR code must be a minimum of 250x250 pixels in order to be easily scanned from a standard couch to TV distance. QR code will be supplied by Paramount.

Technical Specification

Item	Specification
Dimensions	4072x2696 px
Maximum File Size	1.5MB
File Format	Transparent PNG (PSD template available below)
Third Party Tracking	Paramount Hosted and Served 1x1 impression and click tracking accepted

Download the PSD template: [CTV Pause Ad PSD Template](#)

Deliverables

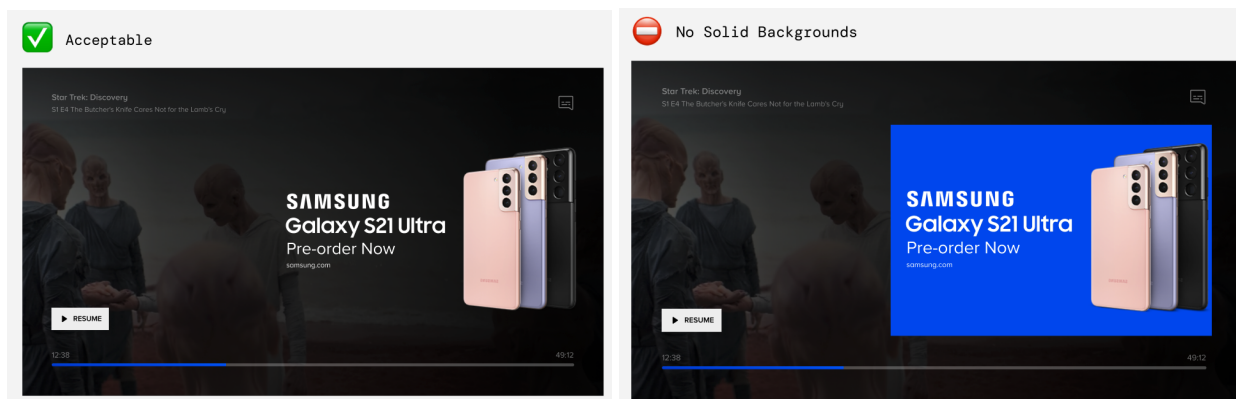
- The final art asset should be a Photoshop PSD utilizing our template
- No solid backgrounds, hero imagery should be cut out with a transparent background
- The final exported transparent PNG should be 4072x2696 px
- 1.5MB max file size

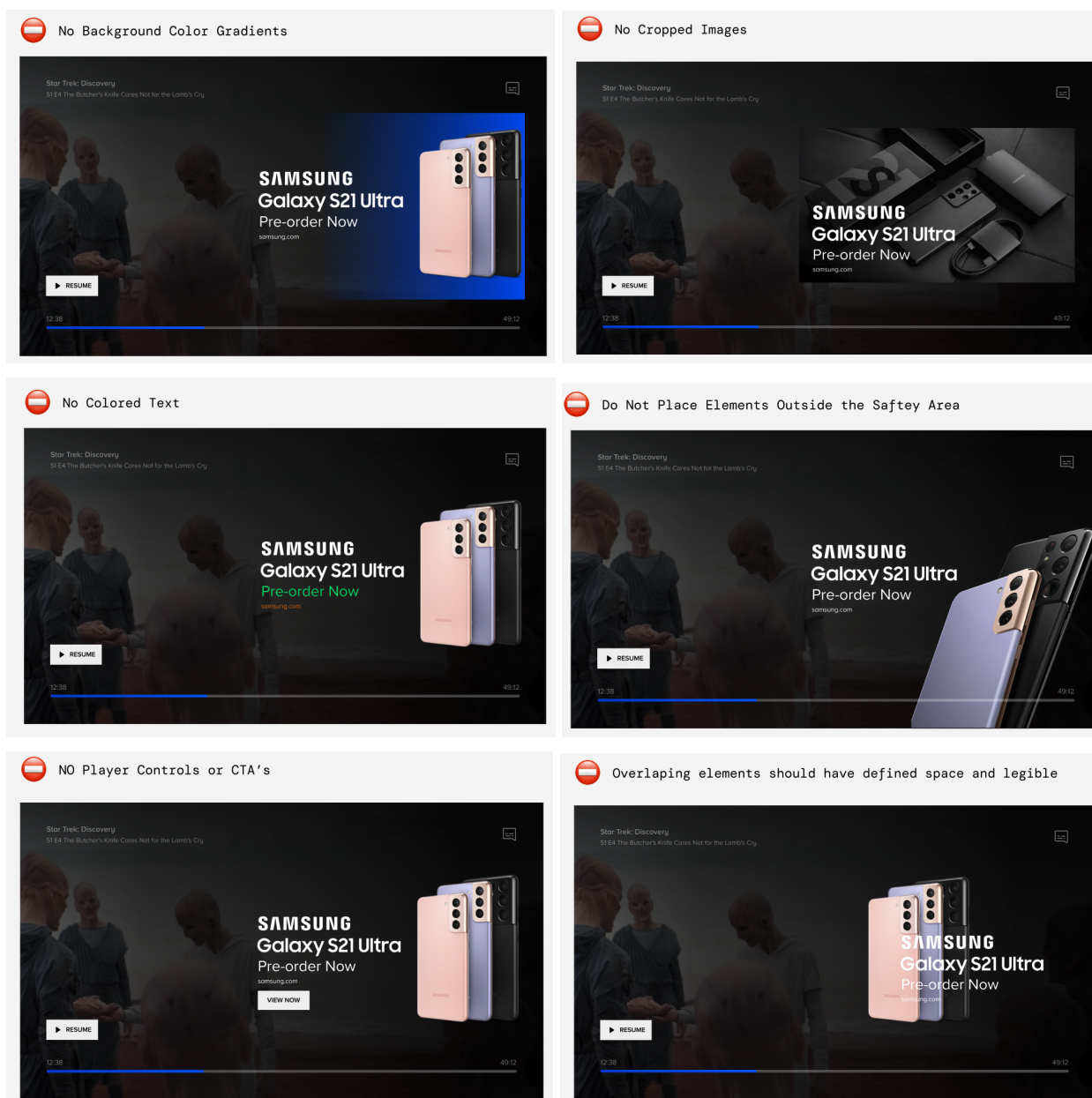
QR Code Requirements:

- QR code is provided by Paramount, using advertiser's URL of choice
- Minimum QR code size: 250x250 px
- High contrast on a white background

Creative Guidelines:

- Graphics should be displayed on a transparent background
- No solid color backgrounds
- No background color gradients
- No duplication of video player control UI or CTAs
- No cropped images
- No colored text, with the exception of brand logo
- No overlapping elements. Content should be easily legible. It's suggested you use clear, bright text #FFFFFF.
- All creative must fit within designated safety area of 1018x674





Submission Instructions:

Please submit the Photoshop PSD template to your Paramount Account Manager. If you are unable to build the ad to spec, Paramount's in-house Creative Solutions Team can build the ad using the client's creative direction and assets. Final development of the ad unit must take place at Paramount as this unit is site served only. QR Code will be supplied by Paramount.

Deadlines:

If your client has questions about the specs and/or the PSD template, a representative from Paramount's Creative Solutions Team can meet with them to answer any questions. This call should be set up by the Paramount Sales Account Manager at least 10 days prior to launch. If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.