

NATIVE AD SPECIFICATIONS

Definition:

The cross-platform native ad experience integrates the client's advertising into the natural form and function of the site and user experience. The native video ad option uses autoplay without sound upon view. This product runs across desktop and mobile where enabled.

1 GUIDELINES

- Images' main subject matter should be centered and does not include text or logos.
- Due to the native nature of this ad, each placement is customized to the device and page it runs on and may not display all components of a native ad.



reball: Sleeper
Week 1

li-in for the first week of the
atoms in case of emergency.



Ad by Paramount+
Coming to Paramount+



2 CREATIVE ASSETS SPECIFICATIONS

Advertiser: Ad by [Advertiser name]

Click-through URL: Advertiser's destination URL

Thumbnail Image: 1920w x 1080h pixels max; any format; no animation; 150KB max

(Video Native Only) - Video File: MP4; 512 MB max size video file; 30 sec max duration

Headline: 70 characters max

Body: 90 characters max

Thumbnail Image: 1920w x 1080h pixels max; any format; no animation; 150KB max

CTA: 15 characters max; Call to Action will default to "Learn More", if none is provided.

3rd Party Impression and Click Tracking is accepted

3 SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION



SUBMISSION/DEADLINE

Paramount requires that all creative be submitted 5 business days prior to launch date.

If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.



CONTACT

Questions about this opportunity?
Please contact your Paramount representative.

