

# Skybox

## Definition

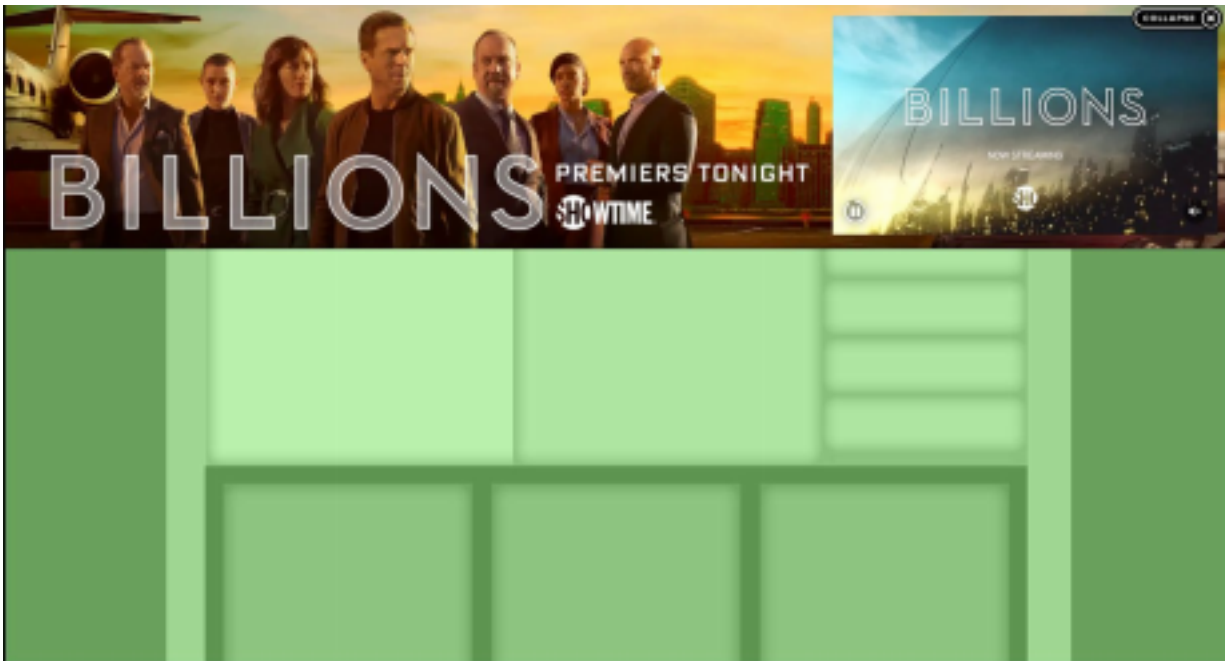
The Skybox is a high-impact, premium display format that seamlessly delivers video cross-platform. The highly viewable unit pins to the top of the page to increase user engagement.

The Skybox can support a range of features to deliver on your campaign goals including video distribution, shoppable hot spots, store locators, browsable product galleries, interactive quizzes, polls, games and more.

## User Flow

Upon page load, the unit appears above the site's header and silently auto-plays up to :15 seconds of video. As a user scrolls down the page, the Skybox collapses to a pinned ad, remaining present at the top of the page to allow users to re-engage with the creative. On select page types and sites, the unit will display in the collapsed state with the ability for a user to click to expand and engage with the creative.

## Expand state:



## Collapsed state:



### Technical Specification

<b>Dimensions</b>	Height and width adjustable to user display
<b>File Format</b>	PSD Template (using embedded smart objects)
<b>Video</b>	16:9 ratio. Uncompressed, 1920x1080 ProRes .MOV file preferred
<b>Template Layout Export Sizes</b>	2280x450, 2280x150, 1520x450, 1520x150, 800x450 (video poster), 800x450 (video endcard), 800x450 (mobile expand), 800x150 (mobile collapsed)
<b>Additional Assets</b>	Layered PSD, custom fonts, vector logos, style guides
<b>Linking URL</b>	An active URL must be provided and cannot exceed 128 characters

Download the PSD template: [Skybox PSD Template](#)

For additional creative design instructions [watch this video](#).

### Submission Instructions

Photoshop PSD template can be either client supplied to spec or designed by Paramount's in-house Design Team using client's creative direction. Final development as a rich media ad unit must take place at Paramount as this unit is site-served only.

### Deadlines:

A kick-off meeting with the Paramount Creative Solutions Team and Account Manager contact is suggested 7 business days prior to launch if you have questions about the specs or the PSD. 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.

<b>Contacts</b>	
Questions about this opportunity	Please contact your Paramount representative.

Skybox Examples:

- [cbssports.com](https://www.cbssports.com)
- [cbsnews.com](https://www.cbsnews.com)