

# PARAMOUNT BRANDED CANVAS SPECIFICATIONS

## 1 DEFINITION

The Branded Canvas pairs an advertiser's video asset with additional creative real estate to allow for custom branding and messaging. Advertisers also have the option to use this space to place a QR code to drive engagement from CTV. There are two sizes clients can choose from; the Large Video Branded Canvas allows for 30% more branding real estate and the Medium Video Branded Canvas allows for 60% more branding real estate.

### Large Video Branded Canvas Ad with QR Code:



LIMITED  
TIME  
OFFER

HELLO  
FRESH

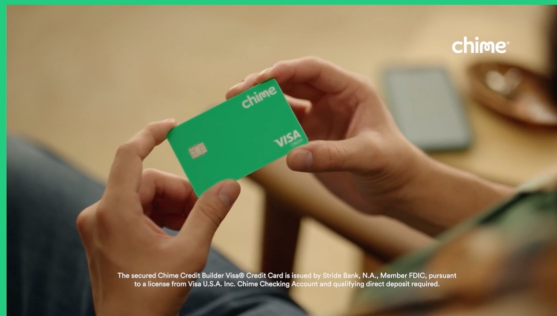
22 FREE  
MEALS

+3 FREE GIFTS



USE CODE: NEWYEAR  
WWW.HELLOFRESH.COM/NEWYEAR

### Medium Video Branded Canvas Ad with QR Code:



chime

The secured Chime Credit Builder Visa® Credit Card is issued by Stride Bank, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. Chime Checking Account and qualifying direct deposit required.

Presented by  
**chime**

Banking services provided by and debit card issued by The Bancorp Bank or Stride Bank, N.A., Members FDIC



# 1 DEFINITION (CONT'D)

**Large Video  
Branded Canvas  
Ad without  
QR Code:**



THIS SUMMER,  
RETIREMENT IS  
A STATE OF MIND

*Chill* LIKE YOU'RE RETIRED

**Medium Video  
Branded Canvas  
Ad without  
QR Code:**



## Style Guide & Technical Specifications:

The Branded Canvas Ad allows an advertiser to house their video creative within a static canvas or skin. The video must be site served and meet [Paramount Site Served Video Specs](#). The video ad starts as a full screen video and then includes animation to shrink down the video and transition in the branded canvas portion of the ad. There are two options for the branded canvas - Large and Medium. The advertiser can select their preferred option.

If including a QR code, it 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.



## 2 TECHNICAL SPECIFICATIONS:

ITEM	SPECIFICATION
Large Video Branded Canvas Dimensions	Video Dimensions: <b>1440 x 810px</b> Lower Third Dimensions: <b>145 x 1740px</b> Right Rail Dimensions: <b>292 x 960px</b>
Medium Video Branded Canvas Dimensions	Video Dimensions: <b>1200 x 674px</b> Lower Third Dimensions: <b>257 x 1712px</b> Right Rail Dimensions: <b>500 x 945px</b>
Maximum File Size	10 GB
File Format	.mp4 (H.264 High Profile) (preferred) .mov (Apple ProRes 422 or Apple ProRes 422HQ)
Third Party Tracking	Paramount Hosted and Served 1x1 impression and click tracking accepted

### DOWNLOAD THE PSD TEMPLATE: [Branded Canvas PSD Templates](#)

In the PSD, choose either the Large Branded Canvas Template or Medium based on creative preference

QR code is option, you can turn off the QR code layer in the template

### DELIVERABLES:

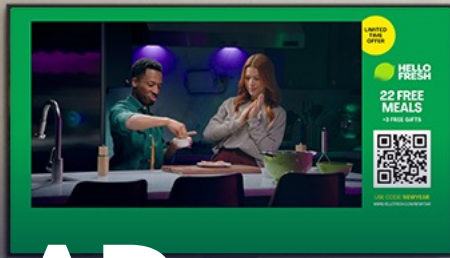
- Clients can provide a design mock using our PSD template + video file
- If template can't be filled out the following assets are needed
  - hero image (1920x1080 jpg)
  - product images
  - brand guidelines
  - fonts
  - logo file (eps, ai, psd, jpg)
  - Headline Copy

### 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

### VIDEO REQUIREMENTS:

- Video Requirements:
- The video must be site served and meet Paramount Site Served Video Specs



Paramount

# DIGITAL AD EXAMPLE

## 3 SUBMISSION INSTRUCTIONS AND DEADLINE INFORMATION



### 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 Brand Studio 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 Brand Studio 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.