

# 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.

## 2 CREATIVE ASSETS SPECIFICATIONS

**Advertiser:** Ad by [Advertiser name]

**Click-through URL:** Advertiser's destination URL

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

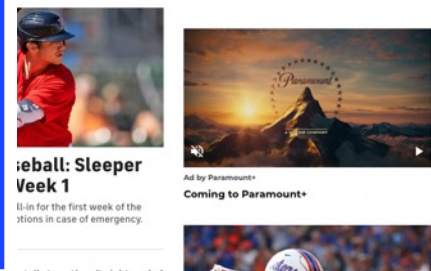
**Headline:** 70 characters max

**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.