

PARAMOUNT PAUSE AD SPECIFICATIONS

1 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:

Star Trek: Discovery
S1 E4 The Butcher's Knife Cares Not for the Lamb's Cry

TRESEMMÉ PRO PURE COLLECTION
0% COMPROMISE. 100% YOU

TRESEMMÉ
HELP BY PROFESSIONALS
DO IT WITH STYLE

SCAN TO SHOP

RESUME

12:38 49:12

Pause Ad without QR Code:

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2 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.

| ITEM | SPECIFICATION |
|----------------------|---|
| Dimensions | 1018x674px |
| Maximum File Size | 1.5 MB |
| File Format | Transparent PNG (PSD template available) |
| 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 1018x674px
- 1.5MB max file size

QR CODE REQUIREMENTS

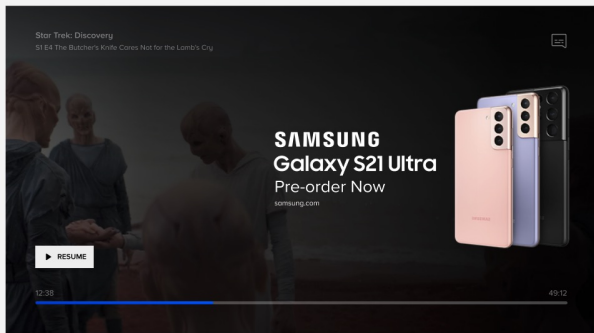
- QR code is provided by Paramount, using advertiser's URL of choice
- Minimum QR code size: 250x250px
- High contrast on a white background

CREATIVE GUIDELINES

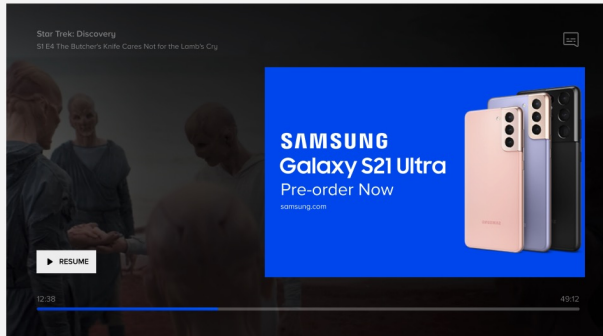
- Graphics should be displayed on a transparent background
- No solid color backgrounds
- No background color gradients
- No duplication of video player control UI or CTAs
- No cropped images
- No colored text, with the exception of brand logo
- No overlapping elements. Content should be easily legible.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

2 STYLE GUIDE & TECHNICAL SPECIFICATIONS: (CONT'D)

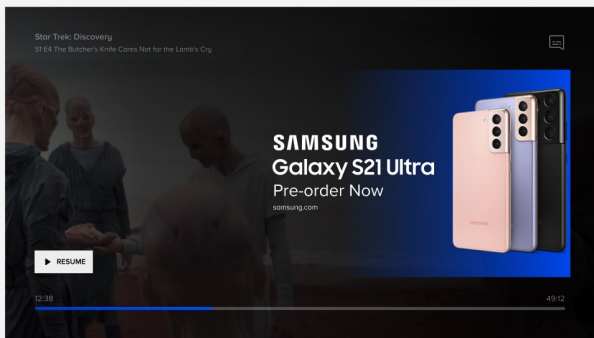
✓ Acceptable



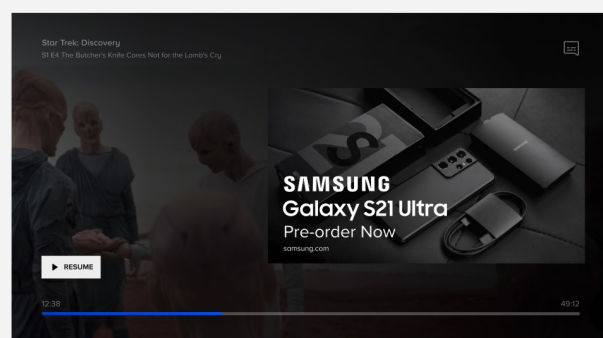
✗ No Solid Backgrounds



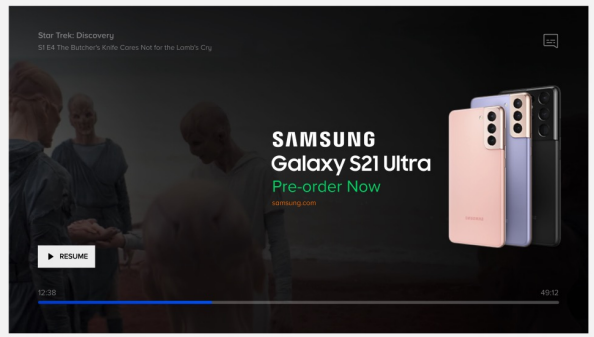
✗ No Background Color Gradients



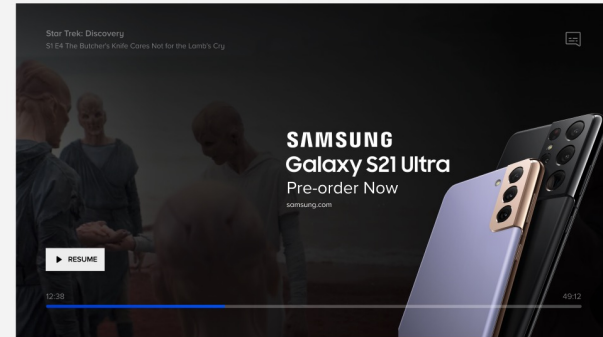
✗ No Cropped Images



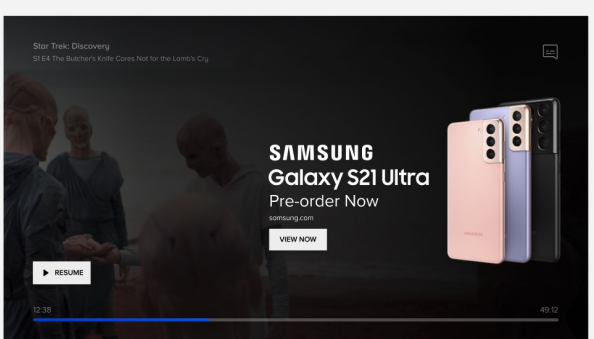
✗ No Colored Text



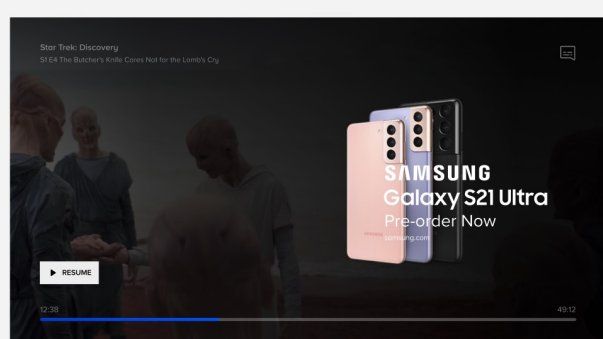
✗ Do Not Place Elements Outside the Safty Area



✗ NO Player Controls or CTA's



✗ Overlapping elements should have defined space and legible





DIGITAL AD EXAMPLE

Paramount

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 our in-house Paramount 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.