

SKYBOX

1 DEFINITION

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.

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.

2 USER FLOW

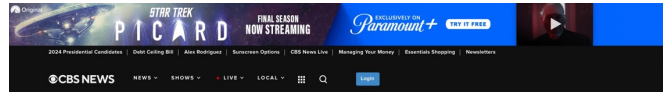
Upon page load, the unit appears above the site's header and silently auto-plays up to :15 seconds of video. As a user scrolls down the page, Skybox collapses to a pinned ad, remaining present at the top of the page to allow users to re-engage with the creative.

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.

EXPANDED STATE



COLLAPSED STATE



Latest News

House set to vote on debt ceiling deal. Here's what to know and how to watch.

The bill survived a key procedural vote that required Democratic support to keep the deal alive.

10:40



Fury Bush actor Danny Masterson guilty of 2 counts of rape

11:00

Nikki Haley's husband to deploy to Africa for a year in the campaign

11:40

Alex Rodriguez reveals he's been diagnosed with early-stage gum disease

11:40

Shooting in Pennsylvania kills 3, including 2 children

11:40

Ethan Musk's Twitter valued at a third of its \$44 billion price tag

11:40

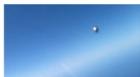
Heritage Foundation suing over Prince Harry's visa records

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Pence expected to launch presidential campaign next week in Iowa

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NASA UFO group stresses need for better data in first public meeting

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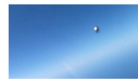
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More Top Stories

Webb telescope detects

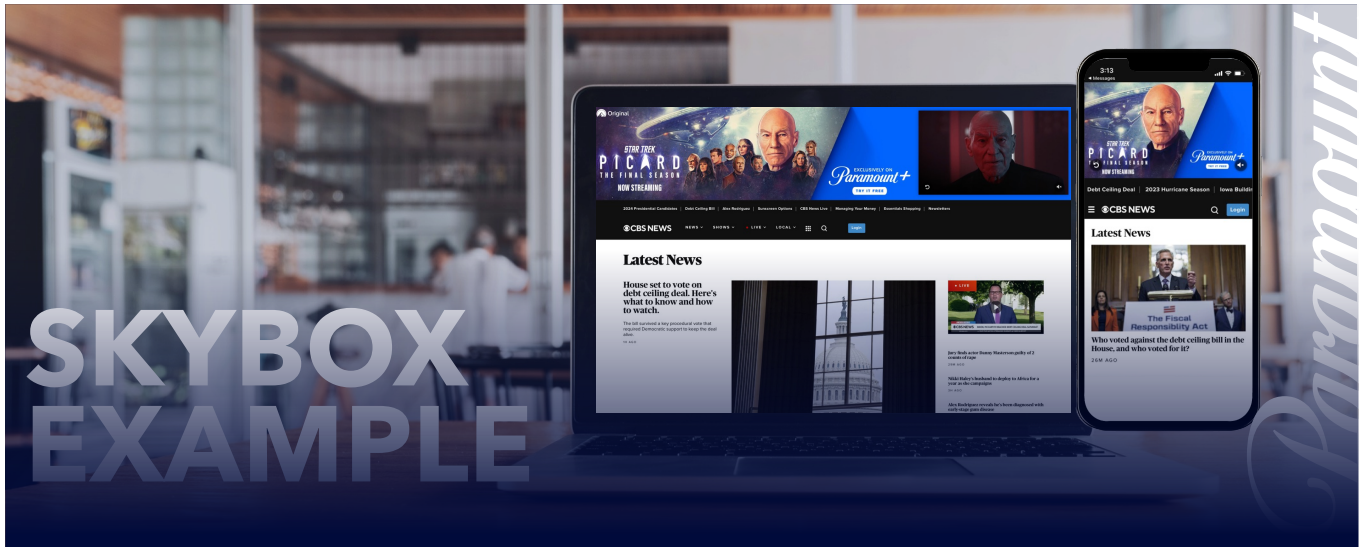
Attorney arrested in New York



3 TECHNICAL SPECIFICATIONS:

ITEM	SPECIFICATION
Dimensions	Height and width adjustable to user display
File Format	PSD Template (using embedded smart objects)
Video	16:9 ratio. Uncompressed, 1920x1080 ProRes .MOV file preferred
Additional Assets	Layered PSD, custom fonts, vector logos, style guides
Linking URL	An active URL must be provided and cannot exceed 128 characters

DOWNLOAD THE PSD TEMPLATE:
[Skybox PSD Template](#)



4 SUBMISSION INSTRUCTIONS AND DEADLINE INFORMATION



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 Brand Studio 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.



CONTACTS:

Questions about this opportunity, please contact your Paramount representative