



Spezifikationen Paramount +

Pause Ad

Pause Ad

- The Pause Ad appears over content on a 1.920x1.080 standard TV screen a few seconds after 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 1.018x674px with a translucent background.

Creative Specs

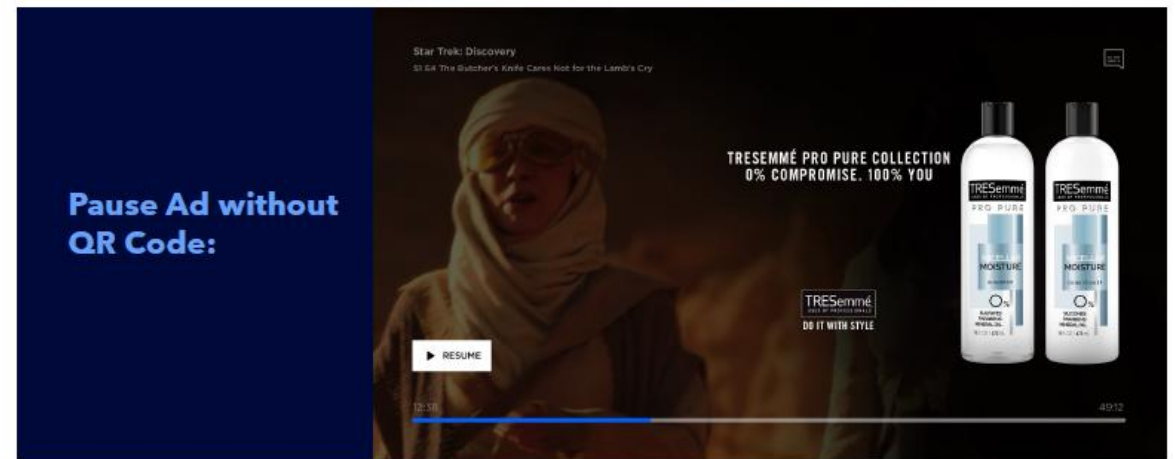
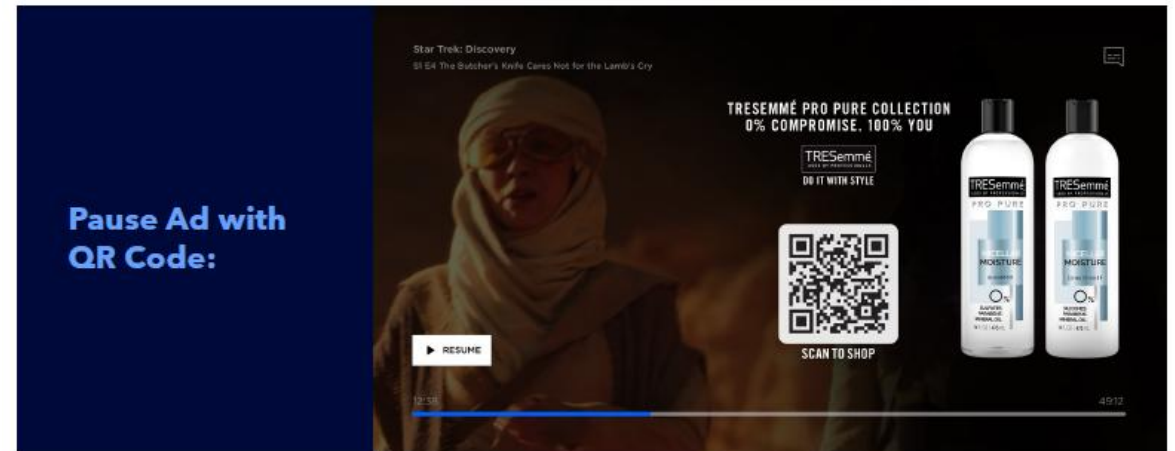
- Dimensions: 1.018x674px
- Max. File Size: 1,5 MB
- File Format: Transparent PNG
- Template: [Download](#)

Creative Guidelines:

- Graphics should be displayed on transparent background
- No solid color background
- 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 creatives must fit within designated safety area of 1018x674 px

Pause Ad: QR Code usage

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



Pause Ad: Creative Guidelines

