



# **Specifications**

## **HBO – Full Screen Pause Ad**

# Full Screen Pause Ad

- Pause Ad appears on the full screen :03 after the user initiates pause
- **Only available on HBO content**
- 1 pause advertiser per stream

Content



Episode or movie plays

For duration of pause



User pauses content, pause ad appears after 3 seconds

Content



User clicks play, Episode or movie resumes

# Full Screen Pause Ad

**SAMSUNG**

Advertentie

## Galaxy S24 Series

Galaxy AI ✨ is here



Koop nu op [samsung.com](https://www.samsung.com)

5. Het meest vroegegeen bij de Galaxy S24 Ultra. Het vroegegeen met een Samsung account is verspreid voor bepaalde functies. De Galaxy AI functies zijn beperkt tot de S24 Ultra en worden niet ondersteund op Samsung Galaxy S24 en S24 Plus.

PUBLICIDAD

## Qué poco cuesta Celebrar bien

HAZ MÁGICA TU NAVIDAD CON SPECIAL Y LOS TUYOS



SPECIAL

ALDI

Maijos

# MINIMEGA

VEKE® MINIMEGA -KASVISHAMPURILAINEN **4<sup>20</sup>**

-HAMPURILAINEN **5<sup>20</sup>**



TILAA JA MAKSA SOVELLUKSELLAI

**HESBURGER**

# Full Screen Pause Ad- Key Visuals & Headline

- Static visuals, no animation or video.
- Key visual can take up the full screen.
- Avoid any messaging or brand logo on the top right of the screen as that is where the ad badge is placed
- Ad badge needs to be part of the creative with the term “Werbung” (placeholder included in template)
  
- Headlines have a 60-character limit, including spaces.
- In headlines, the phrase “proud sponsor of...” or similar expressions may not be used.
- Headlines are recommended to be spaced over two lines, with no more than three lines.
- Headlines language should include contextual messaging tied to the viewers experience.
- Headlines should be conversational and avoid direct response language.

## File Format:

- Final Export: 1.920x1.080px, 150dpi, PNG or JPEG
- Max. File Size: 300 kb