



Specifications

HBO – Pause Ad

Pause Ad

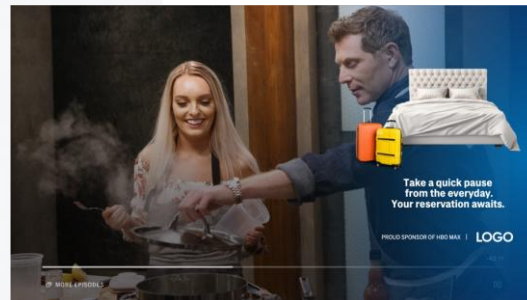
- Runs rotationally
- Gradient overlay design enables seamless connection to content
- Appears :03 after the user initiates pause
- 1 pause advertiser per stream

Content



Episode or movie plays

For duration of pause



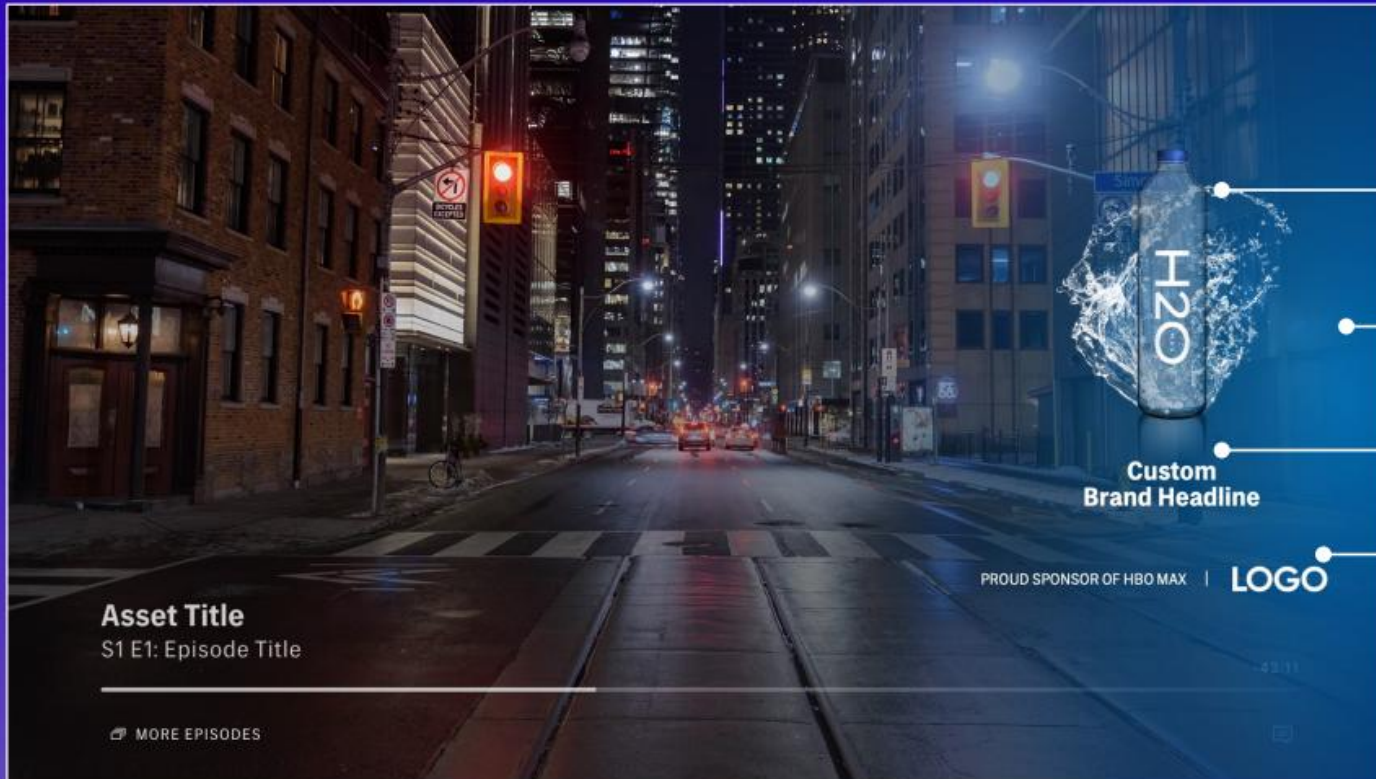
User pauses content, pause ad appears after 3 seconds

Content



User clicks play, Episode or movie resumes

Half Screen Pause Ad- What We Need from You



KEY VISUAL

Isolated object with a transparent background

GRADIENT BACKGROUND COLOR

HEX Code preferred

HEADLINE COPY

60-character limit, including spaces
Recommended spacing over no more than 2 lines

BRAND LOGO

Recommended all-white

Half Screen Pause Ad- Key Visuals & Headline

- Key Visuals must be an isolated image, object, or product with a transparent background.
- Key Visuals logos must have a transparent background. We recommend all white, with a horizontal orientation.
- 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.
- Background color delivery should be in HEX Code format.
- Standard Pause Ads will have a gradient color background.

File Format:

- Logo: All white recommended with transparent background
- Image: JPEG, PNG, TFF, or PSD
- Resolution: min 550px x 350px