

Ad on Pause

Connected TV & Desktop Web

The following specs have been configured to cover both the Connected TV and Desktop Web experience. For specs specific to CTV or Desktop Web please contact your Business Manager

Tech Specs

- 1280x720
- Static only
- 150kbs file size limit (compressed image files will retain image quality)
- IMPORTANT: Logos and text must not be placed within the pink exclusion zones
- Creative must have a full colour/image background i.e no transparent backgrounds
- The transparent player icon appears on Desktop only inventory, it is not visible on Connected TV inventory
- The Ad on Pause format is non-clickable due to it displaying in a paused environment
- Unfortunately, we cannot accept impression trackers for the Ad on Pause format

