



# Ad on Pause Specifications

July 2023

# SBS Ad on Pause

The SBS Video In-Stream Pause Ad is a prominent opportunity within an engaging video setting

## What is it?

A non-disruptive, non-intrusive user-initiated display ad that appears when viewer presses pause when watching content on their digital devices.

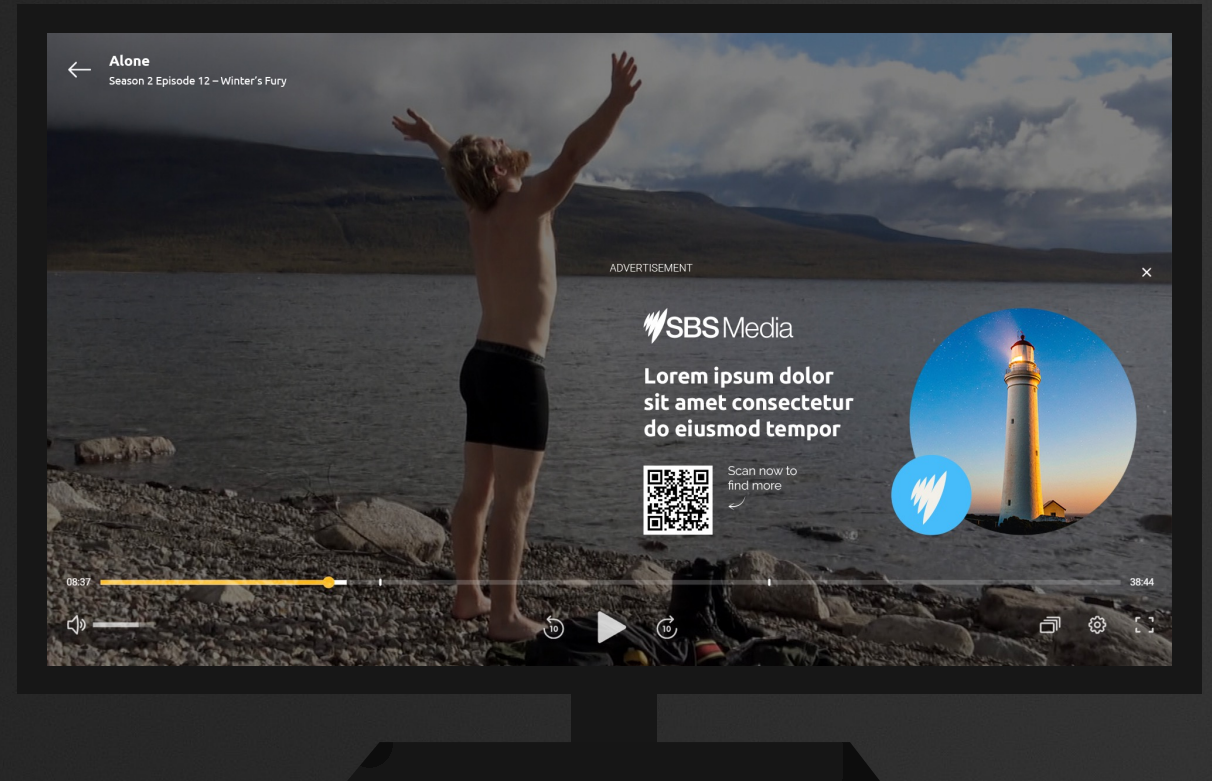
## Benefits

Allows brands to deliver relevant messaging to SBS audiences at the right time and place – during a natural, user-determined break in the storytelling. A positive and entertaining experience for audiences.

## How it works

When a viewer pauses video content, advertiser messaging takes over the bottom right-hand side of the screen as a static image. Paused video content persists in the background with a dark overlay.

Advertisement remains until the viewer clicks to continue viewing the video or manually closes the ad. The pause ad functions in normal screen viewing mode only.



# Specifications

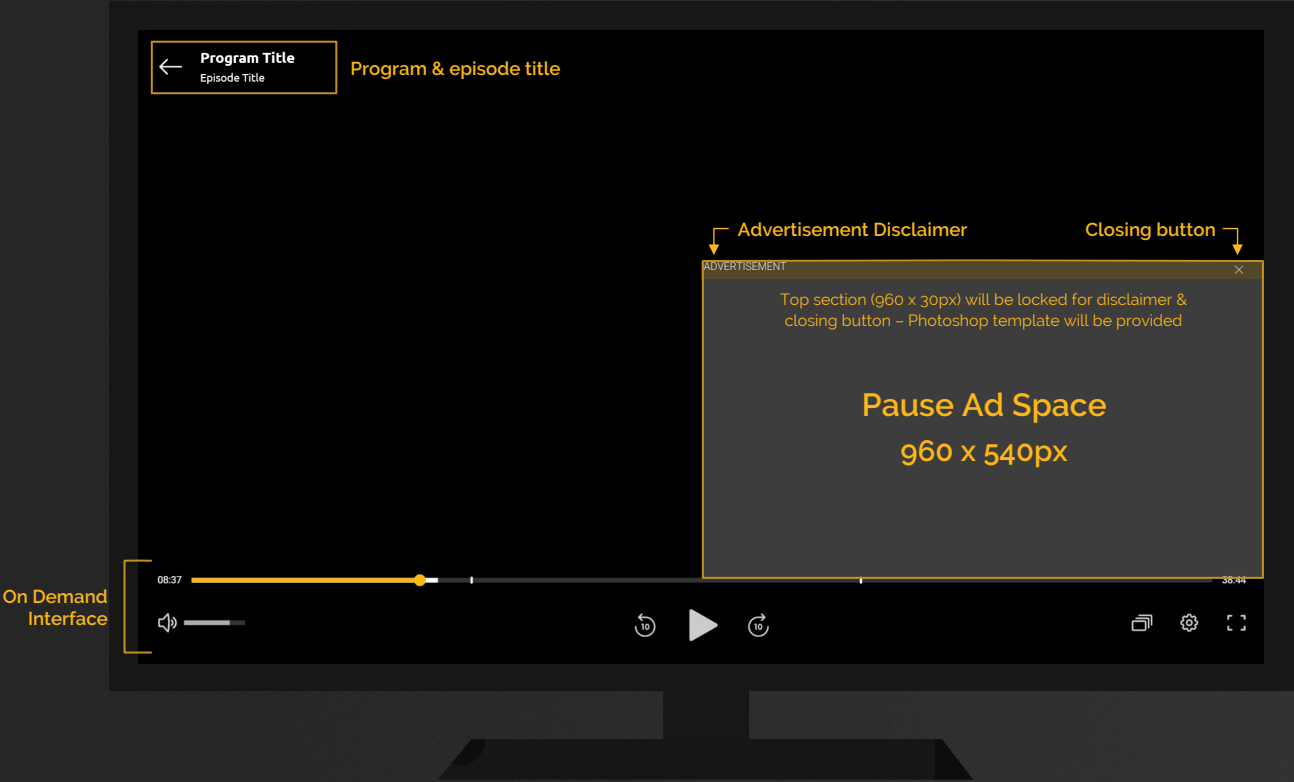
## For Desktop and CTV

Hosted by SBS\*

Assets must be created by using **SBS On Demand Pause Ad template:**  
[Download link](#)

Creative Requirements	Logo & Title treatment Supporting imagery with transparent background Advertisement disclaimer
Aspect Ratio	16:9 to fit screen size 720p and 1080p
Dimensions	960x540px
Max File Size	600kb
Format	Transparent .PNG only
Impression Tracker Format	N/A
Other restrictions	<i>CTV non clickable – QR Codes accepted</i> <i>No solid coloured background &amp; coloured text</i>  The advertiser can opt to provide a production copy in line with specifications

16:9 Screen



# Creative Requirements

Please use provided template: [Download link](#)

## Logo & Title treatment

Client to provide

### Creative requirements

The brand logo/title treatment should have **transparent backgrounds**.

### File format

- Vector .AI or .EPS file.
- High-res layered .PSD
- High-res transparent .PNG
- Fonts (OpenType Font .OTF)

## Campaign Imagery

Client to provide

### Creative requirements

All images should have **transparent backgrounds**.  
Avoid using images with text in them.

### File format

- Vector .AI or .EPS file.
- High-res layered .PSD
- High-res transparent .PNG
- Fonts (OpenType Font .OTF)

## Advertisement Disclaimer

SBS will provide a **template**

### Creative requirements

Each Pause Ad must include Advertisement disclaimer.

**The placement of "ADVERTISEMENT" text should not be adjusted and can only be implemented by using Adobe Photoshop template (provided by SBS)**

### Format

- Text: ADVERTISEMENT (Uppercase)
- Colour: White
- Font: Roboto, Light
- Font size: 18pt
- Cannot be repositioned

## QR Code (if required)

Optional

### Creative requirements

If you wish SBS to create a QR Code, **clients will need to provide the URL** for the landing page where the ad is driving the viewer to. (e.g. link to an app or the app store to download an advertised app)

Advertisers can provide their own QR code if they are willing to share scan data with SBS. Additional IO stipulations will have to be in place if the advertiser chooses to provide their own code.

# Creative Requirements

## Ad Copy & CTA (if required)

Client to provide

## Creative requirements

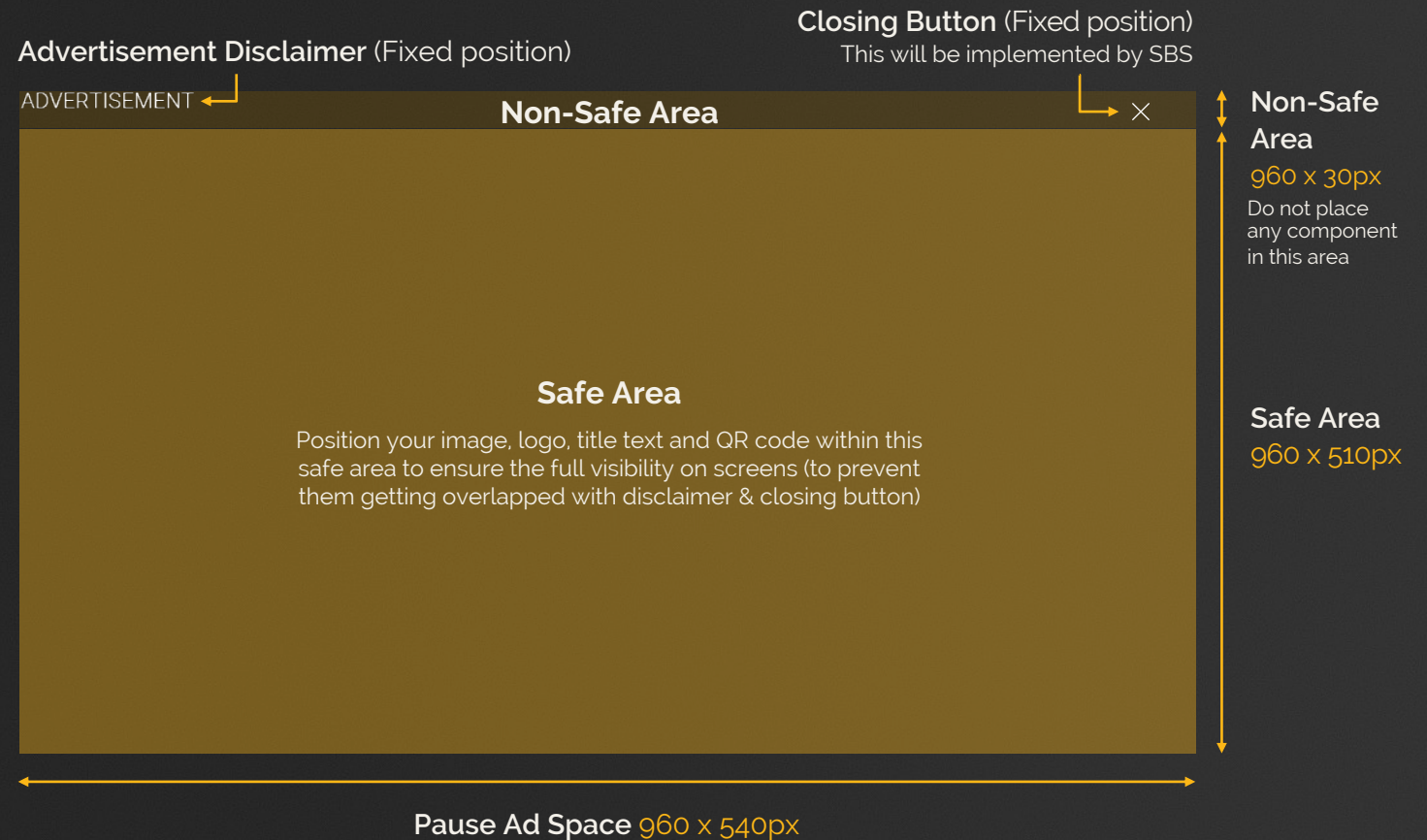
The text should be in **white (or light colours)** with **transparent background** to ensure readability.

Keep in mind that a single asset gets trafficked across all devices. Therefore, the font size must remain legible even at the smallest supported breakpoint size (1024px)

Client copy is **subject to final approval by SBS brand and Codes approvals.**

## Creative Recommendations

- Evaluate how brand messaging could function in the pause state
- Keep the text concise & focus on relevancy
- Aim to cap at 30 characters or fewer



\* Adobe Photoshop template with Advertisement disclaimer (locked) will be provided

# Considerations

- ✓ Material deadline
- ✓ 3rd party tags not accepted
- ✓ 5 business days prior to the start of campaign
- ✓ Please provide all ad creative to your SBS Sales Rep

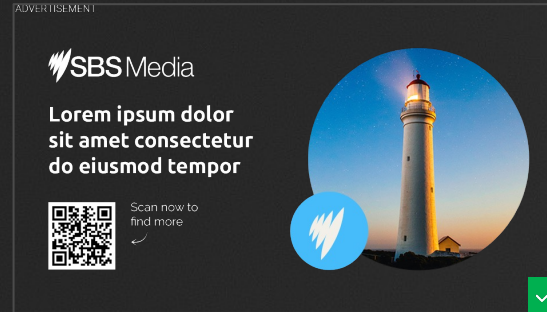
## Observe Template Boundaries

- Do not place components outside of the template boundaries
- No overlapping components

## No SBS UI Elements

- Do not use SBS UI elements or layer controls in the design, which may cause confusion in the viewer.
- Avoid using low-res images
- Images should not have cropped edges or look incomplete

### Example:



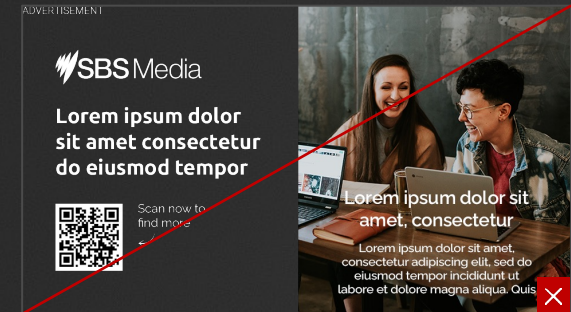
✓ Transparent background



✗ Solid background



✗ Low-res image



✗ Text in image

