PAUSE ADS

DIMENSIONS	1920 x 1080 *Bit Rate: 5mbps+ *Frame Rate: Exactly 29.97fps or 23.98fps
FILE TYPES	MP4 uncompressed
MAX FILE SIZE	200MB
DURATION	:30 Seconds
ADDITIONAL AD REQUIREMENTS	No audio. Video should contain a muted audio channel

ADDITIONAL CREATIVE GUIDELINES

- Refrain from copy or logo placement in the lower third of the asset. Ensure this area is not affected by any animation, logo, or copy being cut off.
- Images must be opaque
- No CTAs or graphic buttons, as the user may mistakenly think the buttons are clickable

QR Codes

- QR code is embedded into the creative, and uses advertiser's URL of choice
- Minimum recommendation of 250x250 pixels
- High contrast on a white background

** Assets are due two weeks prior to launch

mediamax