



# Ad on Pause Specifications

Static and Frame Shift Ad On Pause

July 2024



# SBS Ad on Pause

A prominent, non-intrusive, user-initiated display ad that appears when a viewer 'pauses' SBS On Demand content.

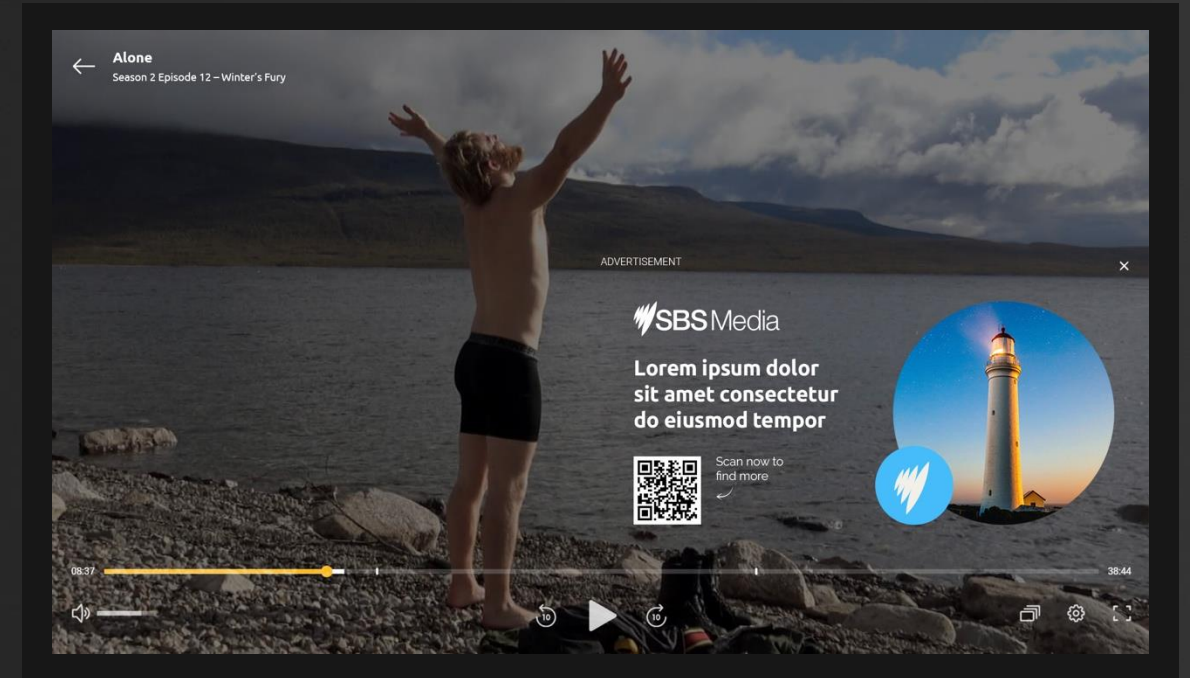
## Benefits

- Enables brands to deliver relevant messaging to SBS audiences at the right place and time – during a natural, user-determined break
- Delivers a positive and engaging audience experience

## How it works

When a viewer pauses video content, advertiser messaging takes over the bottom right-hand side of the screen as a 'Static' PNG image or 'Frame Shift' GIF image. Paused video content appears in the background, with a dark overlay.

The advertisement remains until the viewer clicks to resume viewing the video content, or manually closes the ad. The pause ad functions in normal screen viewing mode only, across desktop and CTV.



# Static Ad On Pause Specifications

**PNG format, where all product/service information sits within the one still image.**

For Desktop and CTV

Must be hosted by SBS in Google Ad Manager

**PNG asset must be created by using the SBS On Demand Static Pause Ad template.**

**[Download here](#)**

## Creative Requirements

- Logo & title treatment
- Supporting imagery with transparent background
- Call to action
- Advertisement disclaimer
- Click-through URL (sent to SBS alongside creative)  
Note: CTV is non-clickable, QR codes accepted
- No third-party tags accepted
- **Additional details on pages 8-9, 11**

## Aspect Ratio

16:9 to fit screen size 720p and 1080p

## Dimensions

960x540px (inclusive of disclaimer)

## Max File Size

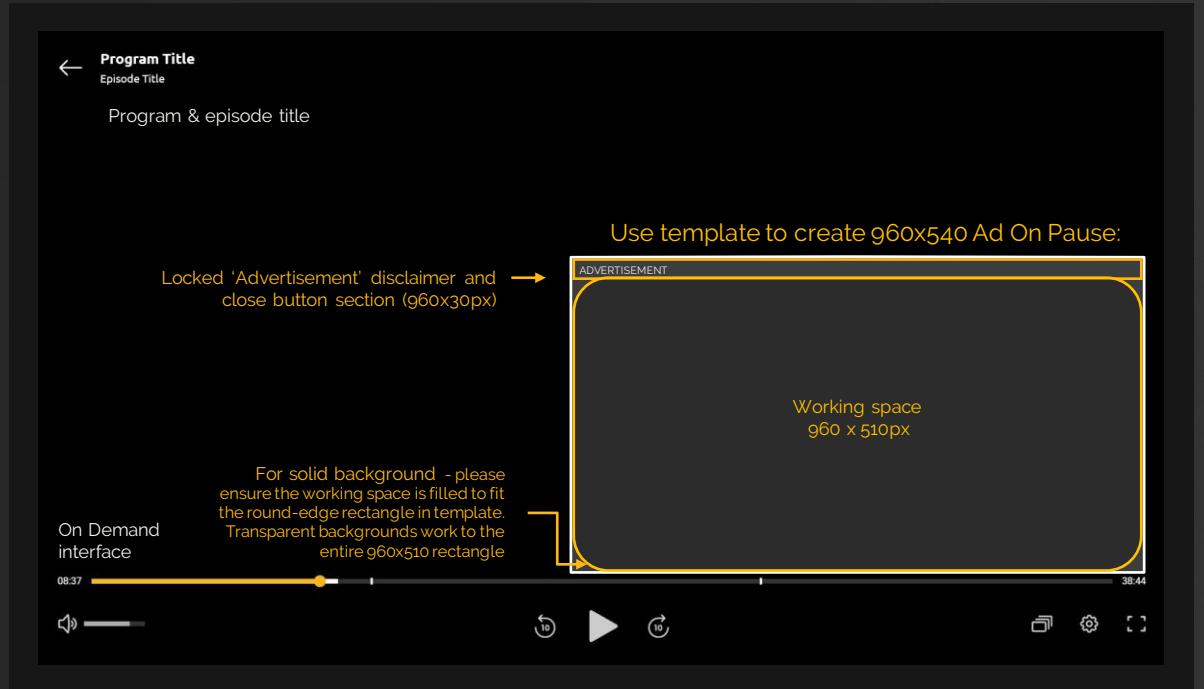
1.5 MB

## Additional info

**Transparent background** preferred.

*Where gradient or solid background is applied, please ensure the working space is filled, to fit the round-edge rectangle in the template. Black or charcoal (#181818) recommended for solid fill backgrounds.*

16:9 Screen



# Static Ad On Pause Examples

ADVERTISEMENT

**bikebug**



**WIN A COLNAGO V4RS SDM4**



**WIN**

Closes 11:59 PM AEST 19/08/2024. For full terms and conditions and winner announcement, visit [bikebug.com/win](http://bikebug.com/win)

ADVERTISEMENT

**BUNNINGS warehouse**

Real Pet brands, unreal prices



 Explore the range online

ADVERTISEMENT

A QUIET PLACE DAY ONE

THURSDAY EXCLUSIVE TO CINEMA

GET TICKETS




ADVERTISEMENT

**GREENPEACE**

Urgent: Please help protect whales from Woodside's dirty gas drilling.


[act.gp/protect-whales](http://act.gp/protect-whales)



Scan to join the campaign




ADVERTISEMENT



**Miele**

Discover Palisa Anderson's Stir-fry Asian greens with universal stir-fry sauce



ADVERTISEMENT



**FEVER-TREE**  
MIX WITH THE BEST

**PAUSED FOR A DRINK?  
MIX WITH THE BEST**



Scan here to discover and shop now

# Frame Shift Ad On Pause Specifications

*New service offering. GIF allows rotation of 2 to 4 images for additional product/ service information.*

For Desktop and CTV

Must be hosted by SBS in Google Ad Manager

**GIF asset must be created by using one of the SBS On Demand Frame Shift Pause Ad templates. Templates provided for 2,3 or 4 images. [Download here](#)**

## Creative Requirements

- Logo and title treatment
- 2, 3 or 4 high-resolution supporting images (ideally transparent)
- Must have a solid background (black or charcoal colour #181818 preferred; transparent background is only available for the Static Ad on Pause)
- Only one element moving – text OR image
- No transitions (e.g. fade in/out)
- Maximum of 30 seconds, 3 loops
- Call to action (ensure call to action is on the last frame, as image will remain static on the last frame once 30 seconds of shifting between images has passed)
- Advertisement disclaimer
- Click-through URL (sent to SBS alongside creative)  
Note: CTV is non-clickable, QR codes accepted
- No third-party tags accepted
- **Additional details on pages 6-11**

Aspect Ratio 16:9 to fit screen size 720p and 1080p

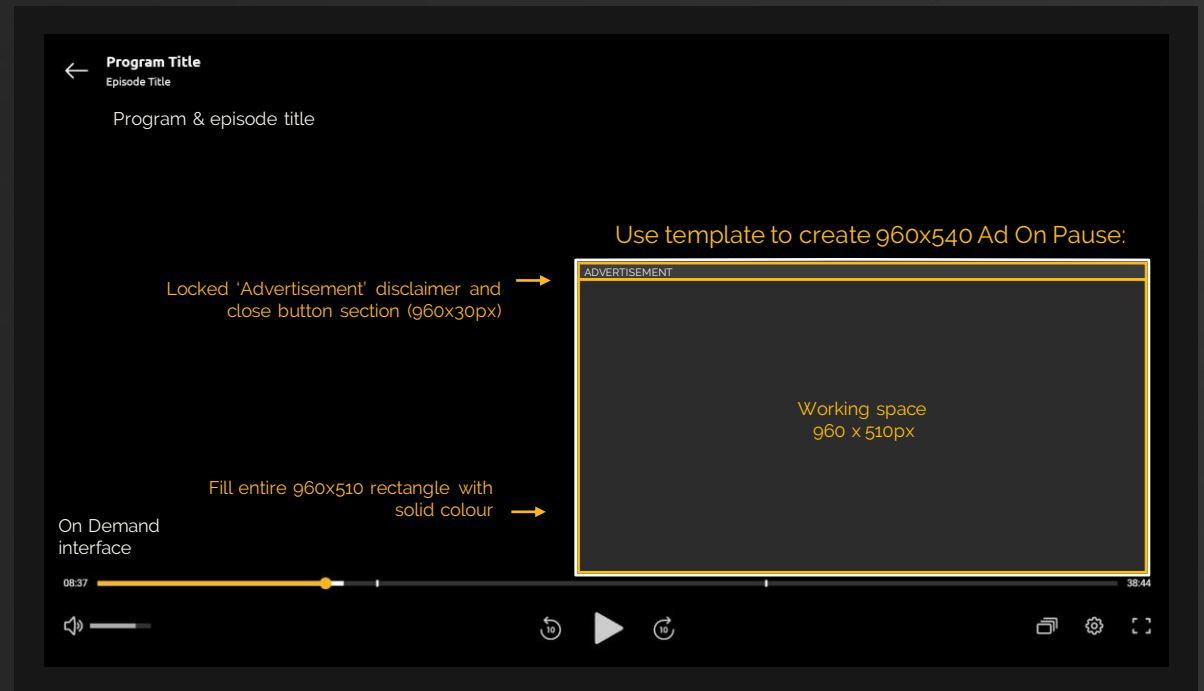
Dimensions 960x540px (inclusive of disclaimer)

Max File Size 1.5 MB

Format .GIF only



16:9 Screen



\* Advertiser can opt to provide a production copy of the Ad on Pause in line with these specifications or provide raw assets for SBS to produce the creative. Creative supplied by the advertiser will be re-formatted to SBS hosted specs for optimal viewing.



# Frame Shift Ad On Pause Options

Below are examples that can be executed using SBS' 2-, 3- or 4- frame templates:

- Product Range Display
- Change of Digital Screen
- Bite out of Food
- Reduction of Liquid
- Change of Text
- Colour Variation
- Change to/ from Transparency
- Hide and Reveal
- Blur to Clear

Note: agencies can design Frame Shift creatives outside of the options listed above, permitting the maximum number of images used is four and all other ad spec guidelines are met.

[The images on this slide show the transitions used in the 'Hide and Reveal', 'Bite out of Food' and 'Colour Variation' options – visuals provided for all options on the following page. Please see zip folder provided to view in working GIF format.](#)



# Frame Shift Ad On Pause Examples



Colour Variation



Hide and Reveal



Change of Text



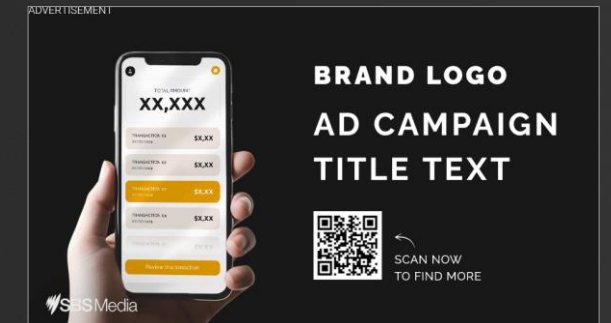
Blur to Clear



Reduction of Liquid



Bite out of Food



Change of Screen

# Creative Requirements

Please use provided templates:

Static Pause ad: [Download here](#)

Frame Shift Pause ad: [Download here](#)

## 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)

## Ad Copy & CTA

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**.

### Recommendations

- Evaluate how brand messaging could function in the pause state
- Keep the text concise and focus on relevancy
- Limit to 30 characters or less

## QR Code

Optional

### Creative requirements

If SBS is requested to create a QR code, **the client will need to provide the URL** viewers will be directed to (e.g. link to the app store, if advertising a downloadable app).

### **SBS do not provide scan-through data.**

For clients to be able to trace a QR code scan/ website visit back to the Ad on Pause creative, SBS recommend using a UTM.

If providing a UTM, it should have unique parameters (e.g. include 'SBS', 'Ad on Pause' and creative/ campaign IDs). It is also recommended to use a URL shortener to improve QR code clarity and make it easier for the viewer to scan. The longer a URL or UTM, the more pixelated the QR code appears and the more difficult it becomes to scan.

Advertisers can provide their own QR code if they are willing to share scan data with SBS.

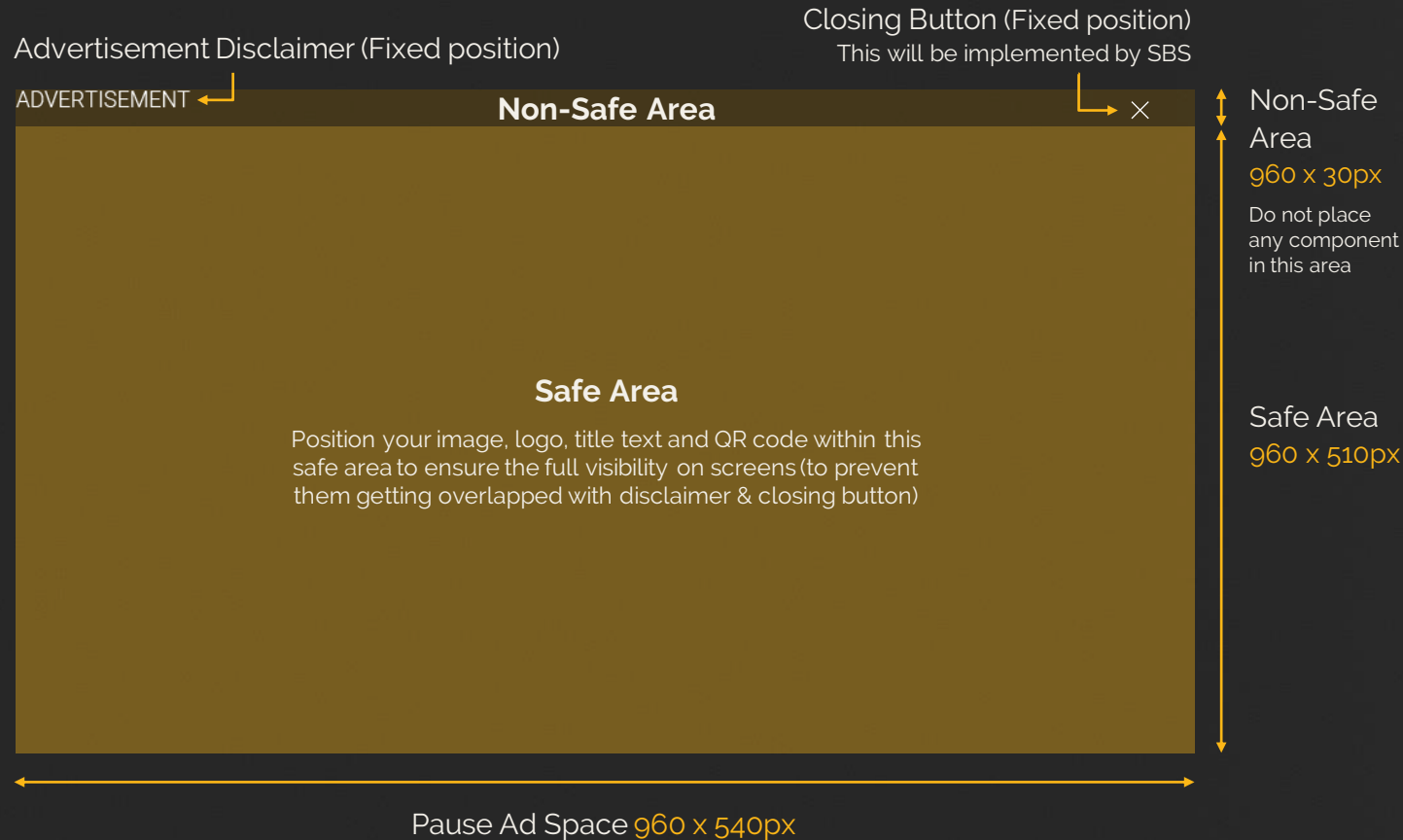


# Template Instructions

Please use provided templates:  
Static Pause ad: [Download here](#)  
Frame Shift Pause ad: [Download here](#)

## Layout

SBS will provide Static/ Frame Shift Adobe Photoshop templates. Please work within the 'Safe Area' outlined:



## Advertisement Disclaimer

Each Pause Ad must include the Advertisement disclaimer.

The placement of 'ADVERTISEMENT' text must not be adjusted and can only be implemented by using one of the Adobe Photoshop templates provided by SBS.

## Format

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

## Observe Template Boundaries

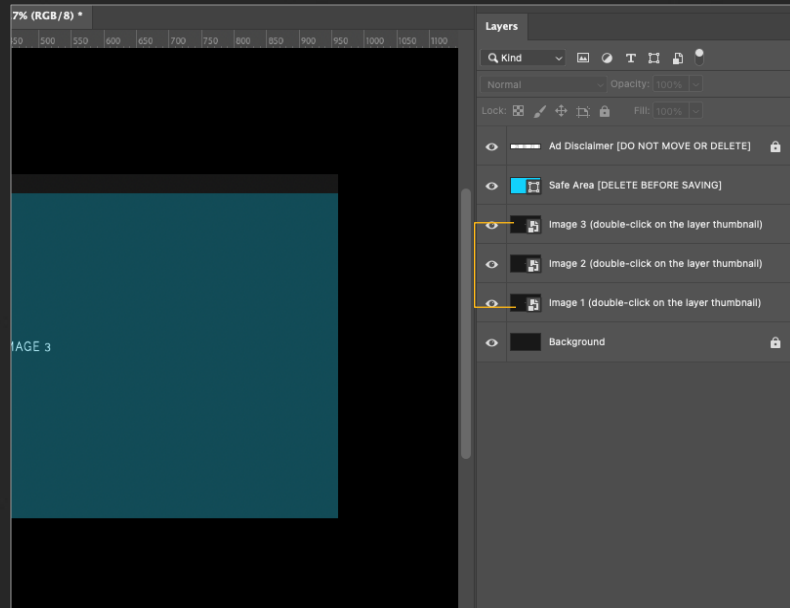
- Do not place components outside of the template boundaries
- No overlapping components

# Template Instructions

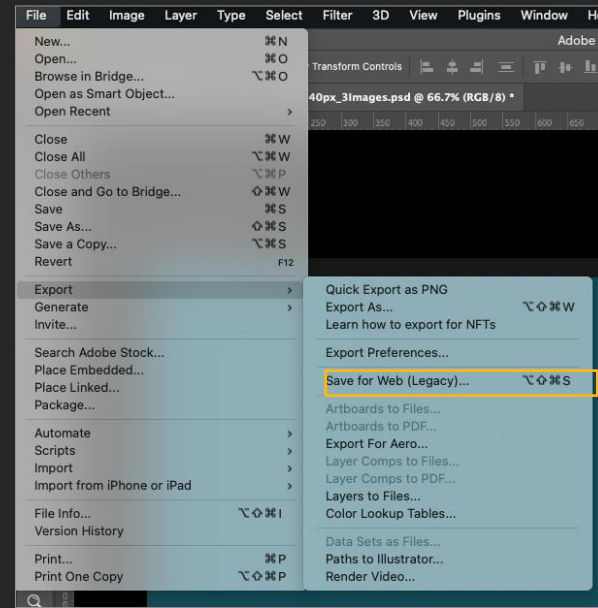
## For the **Frame Shift** Ad On Pause PSD template

The below example uses the PSD template for 3 images as a guide.

### Steps:



1. To add your images, double-click into each 'Image' layer

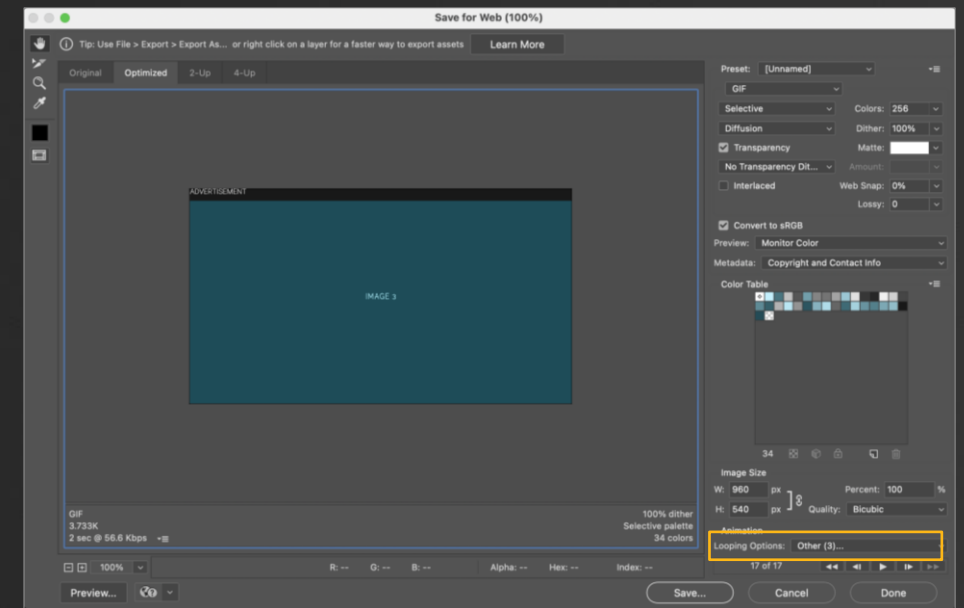


2. To export: File > Export > Save for Web

### Duration of each frame:

(for *Frame-shift Pause ad*)

Note: we suggest using the provided templates for setting up the duration of each frame, as the timings have already been pre-set. However, you can adjust the timings to keep specific frames on screens longer - please ensure that the total does not exceed 30 seconds.



3. Finally, adjust the settings to 'Format: GIF' and 'Looping Option: 3'

# Bespoke Creative – Checklist

When images are provided by the client, SBS can manipulate the imagery to create bespoke creative, provided the minimum digital spend is met. Please provide SBS with the below assets, for build:

## Static Ad On Pause

Please allow **5 business days** lead time providing:

- Logo file**  
Format: PNG/PSD/EPS/Ai
- High-res images with transparent backgrounds**  
Format: PNG/PSD
- Font files for text**  
(please provide copies)
- Call to action and click-through URL**
- QR code**  
(optional)

## Frame Shift Ad On Pause

Please allow **10 business days** lead time providing:

- Chosen option from list on page 6**
- Logo file**  
Format: PNG/PSD/EPS/Ai
- High-res images (2/3/4 images) with transparent backgrounds**  
Format: PNG/PSD
- Desired number of seconds on each image (Optional)**  
(recommend 2-7.5 seconds on each image, max total of 30 seconds)
- Font files for text**  
(please provide copies)
- Call to action and click-through URL**
- QR code**  
(optional)

Note: the Frame Shift is a transition between 2 to 4 still images, and not a fully 'animated' product. –movement of elements is limited.  
Maximum of **2 rounds of creative review** / Approval is required no less than **3 days prior to campaign start date**.

