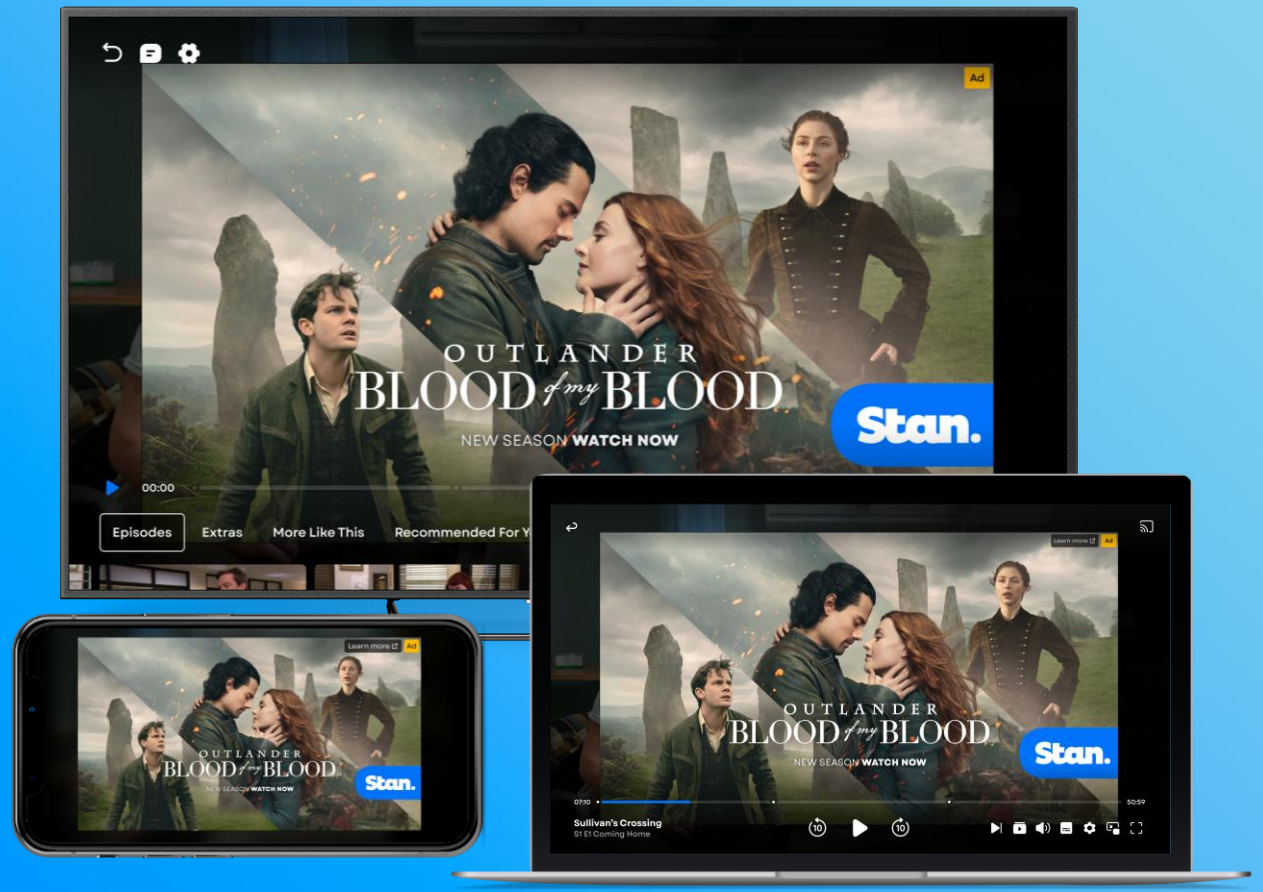
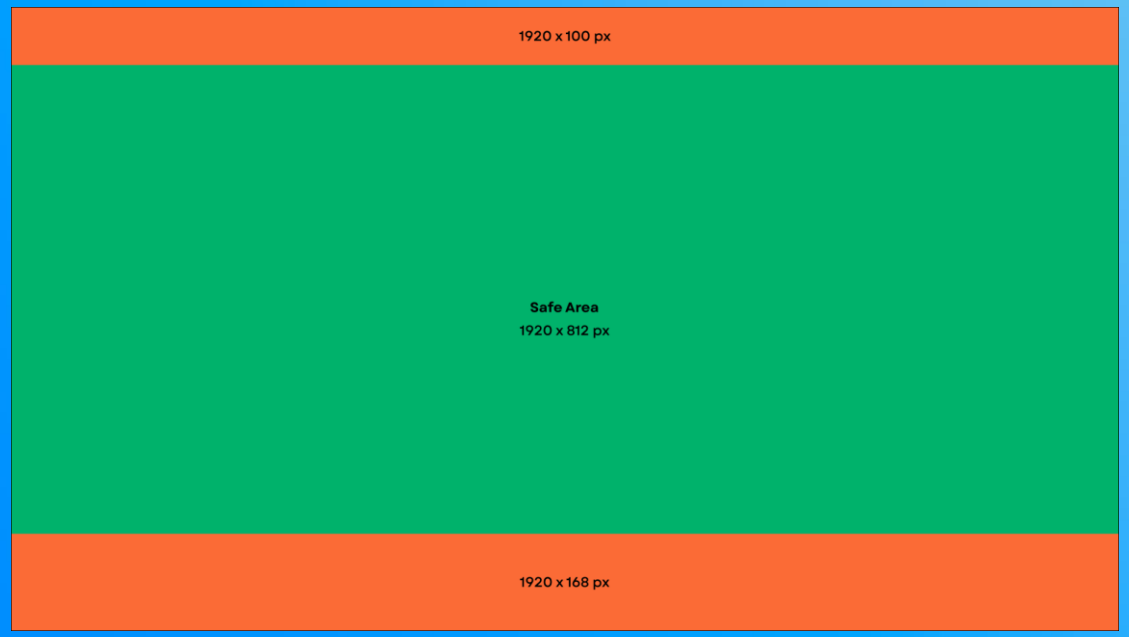
Stan Pause Ad Design Guidelines



Stan Pause Ad Specs



Clearance Area

Red zones (bottom and top of creative) - The bottom and top red zone should be considered obscured. The creative should stay free of text, logos and anything the viewer needs to read or recognise, as on most CTV devices this will be obscured by the player controls. Background colour or texture can run through it, but no key messaging should sit there. This area is intended to improve the visibility and prominence of the ad in pause, but should not be utilised for central branding or messaging.

Ad Tag zone (top right) - The top-right corner of the red zone is reserved for Stan's own "Ad" sponsorship tag, which is applied by the app and sits on top of the creative once it's live. Anything placed underneath it will be covered. Additionally, no ad tags should be embedded in the creative, or two will appear to users, likely overlapping each other and looking like an ad failure/bug.

Mobile & Web Clickthrough zone - On mobile and web devices a clickthrough CTA is placed in the top right corner (within the red zone), next to the Ad tag. This area should also remain clear of any messaging or important creative elements, or it will be obscured or disrupt the visibility of the clickthrough CTA. Artwork and dense text need to sit clear of the edges of the creative, where it risks being clipped or missed on smaller screens.

Stan Pause Ad Template

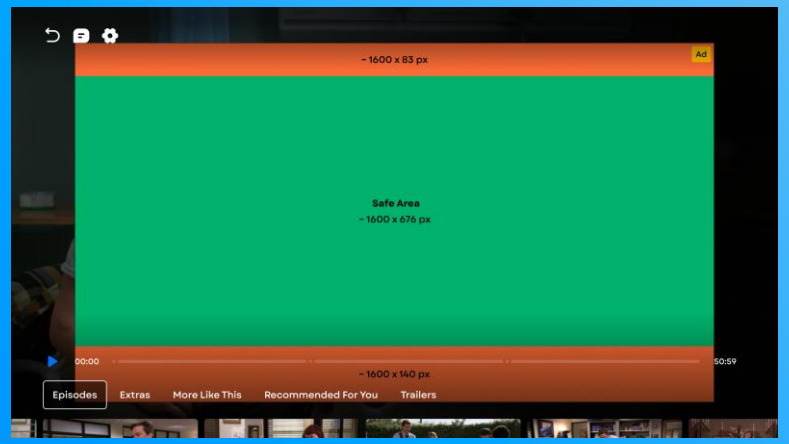


Refer to the Pause Ad .psd template linked on the specs page to ensure your creative's key elements fall within the safe area.

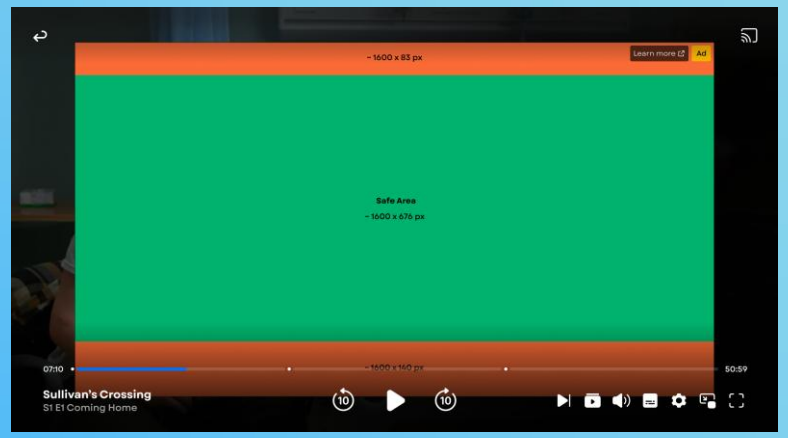
STAN-Fullscreen-Pause-Ad-TEMPLATE.psd

Stan Pause Ad Device References

Pause ads run across CTV, Web and Mobile.
The same creative file will be implemented across various screen sizes.



CTV



Web



Mobile