

## THREENOW AD ON PAUSE

Make the most of our viewers' downtime and deliver a marketing message in a creative, non-disruptive way.

Ad on pause is perfect for building brand awareness & recognition in a premium, brand-safe environment that's delivered during a natural, user-determined break in their chosen content.

### Notes

- Available on ThreeNow desktop, Chromecast and Apple TV
- Ad on Pause is not clickable
- Creative must not contain a transparent background
- Please reference our template to ensure your ads messaging won't be covered by our player controls. [https://creativehub.co.nz/digital/templates/pause\\_video\\_1280x720\\_overlay.png](https://creativehub.co.nz/digital/templates/pause_video_1280x720_overlay.png)

Ad Unit	Dimensions	Formats	Third Party Serving	File Size Guide	Lead Time (Working Days)
Ad on Pause	1280 x 720	png, jpg and gif (Static)	Impression Tracking only	120kb	3 (working days)

