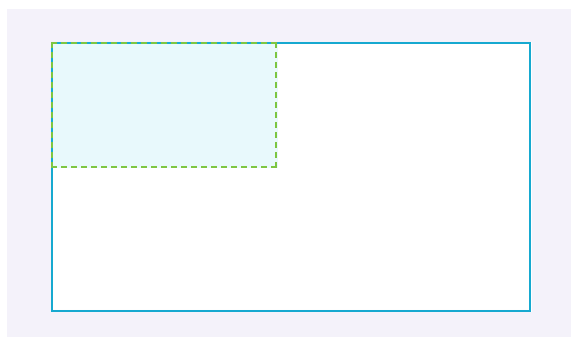


Pause Ads

CTV & Streaming

Art and production specifications for creative delivery. Supply the largest quality asset available within the range below.

SPECIFICATIONS



Both sizes, 16:9, drawn to scale

— 4072 × 2290 — maximum

- - - 1920 × 1080 — minimum

Minimum asset size	1920 × 1080 px
Maximum asset size	4072 × 2290 px
Aspect ratio	16:9 at both sizes
QR code	Suggested
File delivery	As Connected TV — see the Online Video & CTV spec sheet
Trafficking	Codec, bitrate, file size and VAST vary by publisher — confirm per buy

CREATIVE GUIDANCE

Design for the pause

The viewer stopped the show themselves and the screen is theirs. One message, one response path, readable from the sofa.

Make the QR scannable

High contrast, generous quiet zone, clear of the screen edges. Pair it with a short written URL.

Supply the largest file

Deliver at the top of the range. Scaling down stays sharp; scaling a 1920 px asset up to a 4K panel does not.

SAME AS CONNECTED TV

Anything not listed here follows the **Connected TV** specification — see the Online Video & CTV spec sheet. Publisher codecs, bitrates, maximum file sizes and VAST requirements vary, so confirm the final trafficking specs for the selected inventory before delivery.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

844-799-LINK (5465)
creative@locallink360.com
locallink360.com