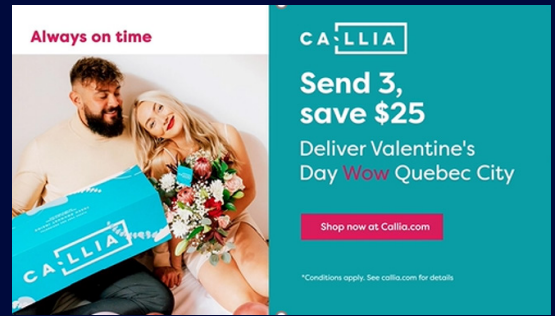


# BrandBOOST

## IMPACT CARD



## DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. An end card is placed at the end of the video pre-roll, featuring additional product information. Consider the time added to the video which might affect booked inventory. Recommended duration of 5 seconds, to add to shorter pre-roll videos.

## SPECIFICATIONS

### Video:

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

### Video File Types:

- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

### Graphics

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Appears after the main video duration ends. Fullscreen
- Impact card duration is 5 seconds
- Animation can be included
- CTV (Live & VOD)

## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.