

An abstract graphic consisting of three overlapping shapes: a red shape with a rounded top on the left, a black square in the middle, and a blue shape with a rounded bottom on the right. The text is positioned to the right of these shapes.

# TECHNICAL SPECIFICATIONS PAUSE BUTTON

**Ads & Data**  
*One & not the same*

# GUIDELINES | PAUSE BUTTON

## RESERVATION

At least 5 workdays before start campaign, depending on available inventory.

## DELIVERY MATERIAL

At least 2 workdays before start campaign.  
(ON DEMAND: delivery before 11h, same day on air in prime time)

Send to: [smartad@adsanddata.be](mailto:smartad@adsanddata.be)

Size: JPG 1920x1080px, 72dpi min, 1MB max

Option: production by Ads & Data (€1.000)

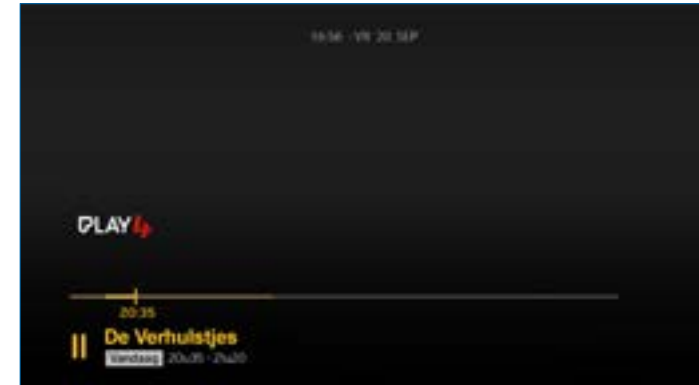
PLEASE NOTE THAT:

Certain elements will be added to the visual when seen on TV, such as:

Logo of the TV channel

Timeline and other info of the paused program

Make sure your communication is visible within the space provided as shown on the grids on the next slides.



[DOWNLOAD PAUZE BUTTON TEMPLATES HERE](#)

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