



YouTube TV Pause Ads

Reach Users During Moments of Inactivity






\$31.5 B

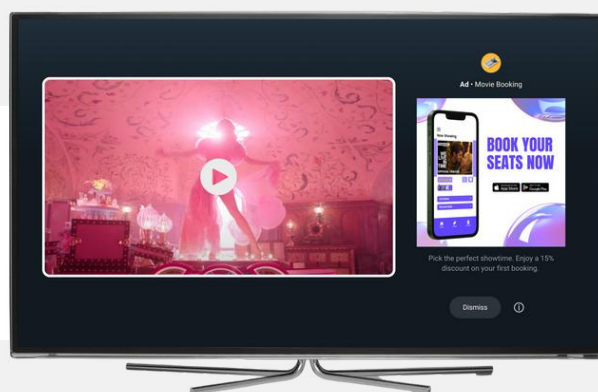
in ad revenue marked YouTube's 8% growth in 2023, with pause ads set to boost these figures by capturing viewers' attention during pauses.

Source: [Tubefilter](#)

Why Advertisers Should Consider Pause Ads?

For brands seeking non-intrusive, high-visibility ad placements, YouTube Pause Ads offer several advantages:

- 
Increased Brand Visibility: Pause Ads are shown in a natural break when viewers pause a video, providing focused exposure for advertisers
- 
Enhanced Viewer Engagement: Because viewers encounter these ads during a pause in content, they tend to give them more attention
- 
Scalability for Brand Campaigns: As CTV usage grows, Pause Ads offer a scalable way to reach a highly engaged TV audience on YouTube





How YouTube Pause Ads Work

YouTube Pause Ads appear exclusively on YouTube's CTV platform and offer a seamless way to display brand messaging.

Here's how they function:



Activation

Pause Ads display on the screen 10 seconds after the user pauses the video, occupying a portion of the playback screen.



Format

They are static images without sound or motion, designed to maintain an unobtrusive user experience.

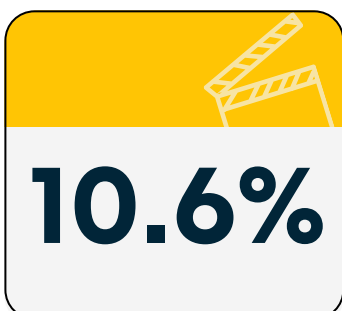


Visibility

These ads remain visible until the user resumes viewing or dismisses them manually.

Ad Specs

Technical Requirements	Details
Resolution	High resolution, dimensions between 1080x1350 px
Aspect Ratio	4:5.5:4 (avoid extremes in proportions)
Format	PNG or JPG files, maximum file size of 2MB



YouTube continues to lead streaming platforms, maintaining 10.6% of total TV usage

Source: [Nielsen](#)



Creative Best Practices for YouTube Pause Ads

To maximize the impact of Pause Ads, advertisers should prioritize the following creative considerations:

✓ High-Resolution Imagery

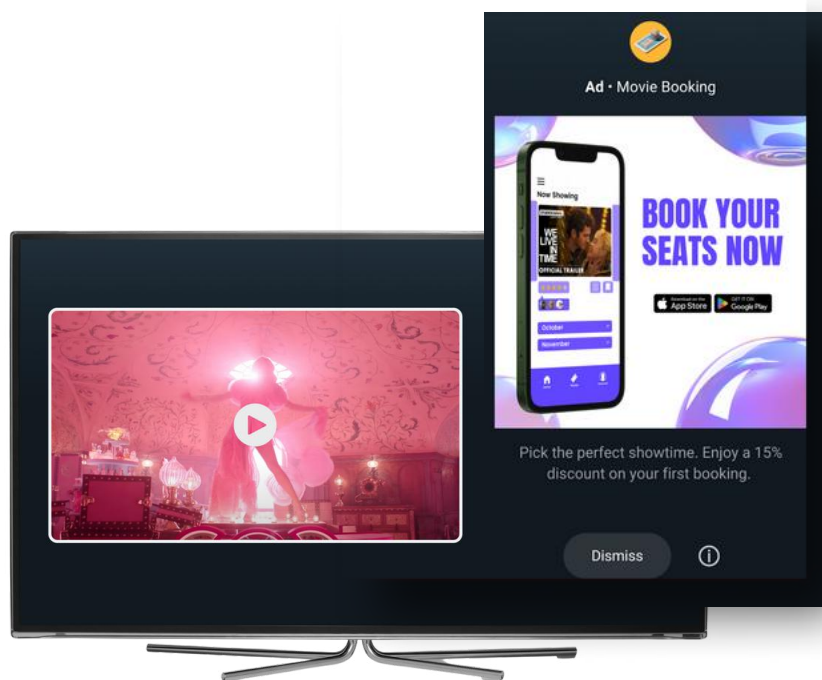
Ensure that visuals are sharp and captivating at high resolutions

✓ Memorable Branding

Utilize logos, brand colors, and taglines prominently for lasting brand recall.

✓ Minimal Text

Use concise messaging to make an impression within the static format constraints.



✓ Focus on Visual Storytelling

Since the ad doesn't include video or audio, imagery should convey the message clearly on its own

Ad Placement and Booking Process

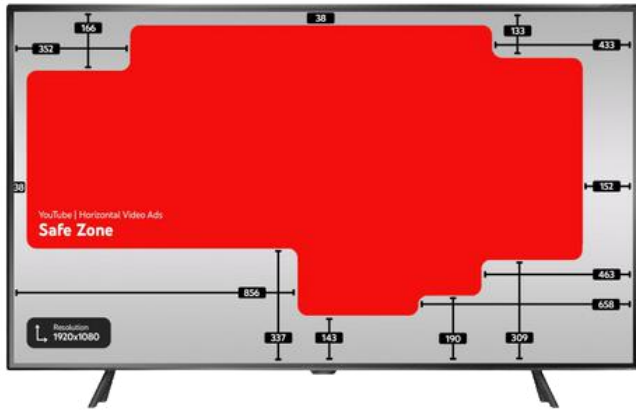
YouTube Pause Ads are available exclusively through **Connect Reserve**, requiring advertisers to book placements directly. This exclusive availability ensures that Pause Ads reach viewers in an optimized, brand-safe environment.

YouTube Pause Ads vs. Other YouTube CTV Ad Formats

Technical requirements and video features

Ad Format	Where Ads Appear	Video Options
Pause Ads	YouTube on CTV *excluding YouTube TV	Static high-resolution image (1080-1350 pixels width and height)
Skippable Ads	YouTube videos, Video partners' videos, games, and apps, YouTube TV	YouTube video (less than 3 minutes recommended)
In-feed Video Ads	YouTube search results, YouTube video suggestions, Video plays on YouTube watch or channel page	YouTube video (any length)
Bumper Ads	YouTube videos, Video partners' videos, games, and apps, YouTube TV	YouTube video (6 seconds or less)
Non-skippable Ads	YouTube videos, Video partners' videos, games, and apps, YouTube TV	YouTube video (6-15 seconds)

If you're looking to explore this new ad placement, **Strike Social** offers the expertise you need to successfully implement and manage YouTube campaigns featuring Pause Ads.



Universal Safe Zone for Horizontal Video Ads

Different ads or posts can look different depending on where they show up.

Horizontal example on TV

Use same horizontal safe area for mobile, desktop, and tablet



Download your PNG overlay [here](#)

Companion Banner	Ad Text Limits	Click Destination
N/A	N/A	N/A
Image auto-generated from channel videos or uploaded manually (recommended for action campaigns)	N/A	Your website
N/A	Headline: 100 characters max; Description: 35 characters max. (Description not shown in Suggestions)	YouTube watch page for video viewing rather than playing within ad unit
Image manually uploaded	N/A	Your website
Image manually uploaded	N/A	Your website

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