

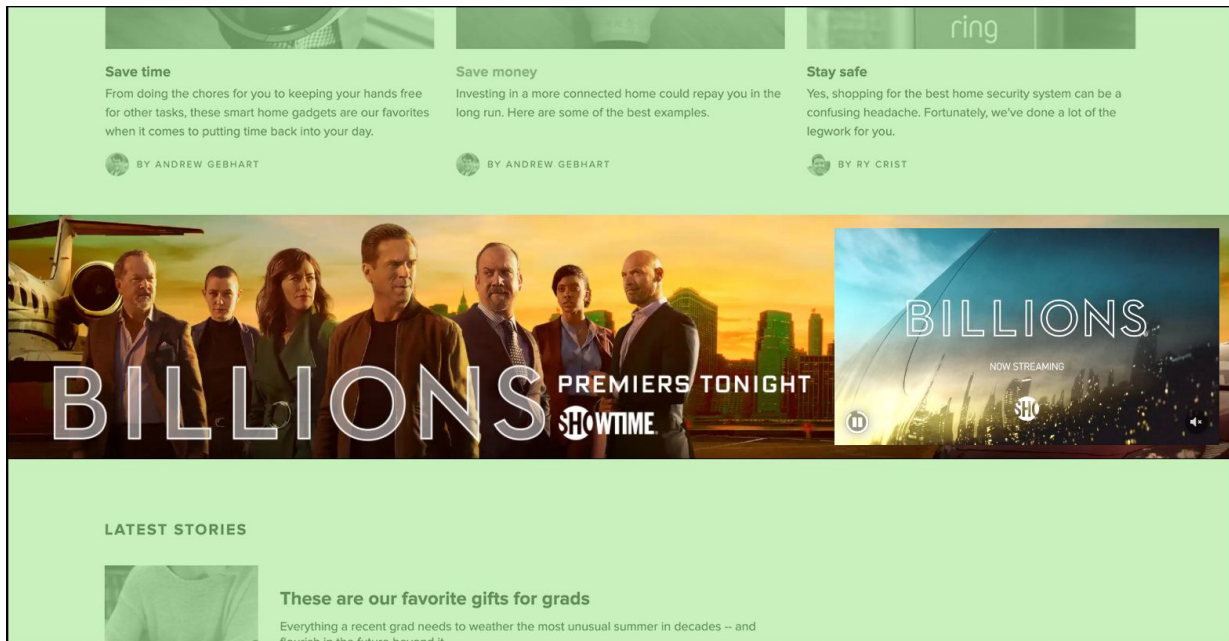
In-Content Skybox

Definition

The In-Content Skybox is a high impact, premium video ad product appearing within the content and spanning the width of the page. Optimized for Desktop, Tablet and Mobile Web, the responsive nature of the unit allows for an advertiser's full creative assets to be visible regardless of the user's device.

The In-Content Skybox is designed with the flexibility to fit a range of client needs. The standard version displays a large static image that scales to the browser width. The unit can be customized with a static image, embedded click-to-play video, or other advanced interactive features such as a gallery, carousel, shoppable hot spots, etc.

In-Content Skybox Example:



The screenshot displays an In-Content Skybox advertisement. The top section features three columns of text on a light green background. The first column is titled "Save time" and discusses smart home gadgets. The second is titled "Save money" and discusses investing in a more connected home. The third is titled "Stay safe" and discusses home security systems. Below these columns is a large banner for the TV show "Billions", featuring the main cast members and the text "BILLIONS PREMIERS TONIGHT SHOWTIME". To the right of the banner is a smaller image of the show's title "BILLIONS" with "NOW STREAMING" and "SHOWTIME" logos. Below the banner is a section titled "LATEST STORIES" with a sub-header "These are our favorite gifts for grads" and a small image of a graduation cap.

Technical Specification

Item	Specification
Dimensions	Height and width adjustable to user display
File Format	PSD Template (using embedded smart objects)
Video	16:9 ratio. Uncompressed, 1920x1080 ProRes .MOV file preferred
Template Layout Export Sizes	2280x450, 1520x450, 800x450 (video poster), 800x450 (video endcard), 800x450 (mobile)
Additional Assets	Layered PSD, custom fonts, vector logos, style guides
Linking URL	An active URL must be provided and cannot exceed 128 characters

Download the PSD template:

[In-Content PSD Template](#)

Please note: If you purchased a “Standard Skybox” (that appears on the top of pages) there is no need to provide a separate PSD for the “In-Content Skybox”. They use the same expanded assets. When complete, follow the Submission Instructions.

Submission Instructions

The Photoshop (PSD) template can be either client supplied to spec or built by CBSi’s in-house Design Team using the client’s creative direction. Final development as a high impact ad unit must take place at CBSi as this unit is site served only.

Deadlines:

A kick-off meeting with the CBSi Creative Designer, CBSi Account Manager and CBSi Rich Media contact is required 10 business days prior to launch. If the submitted creative does not conform to the above specifications, it may result in a delayed launch date.

Contacts	
Questions about this opportunity	Please contact your CBS Interactive representative.
Technical questions about your creative	E-Mail AdSpecQuestions@cbsinteractive.com .