

Skybox

Definition

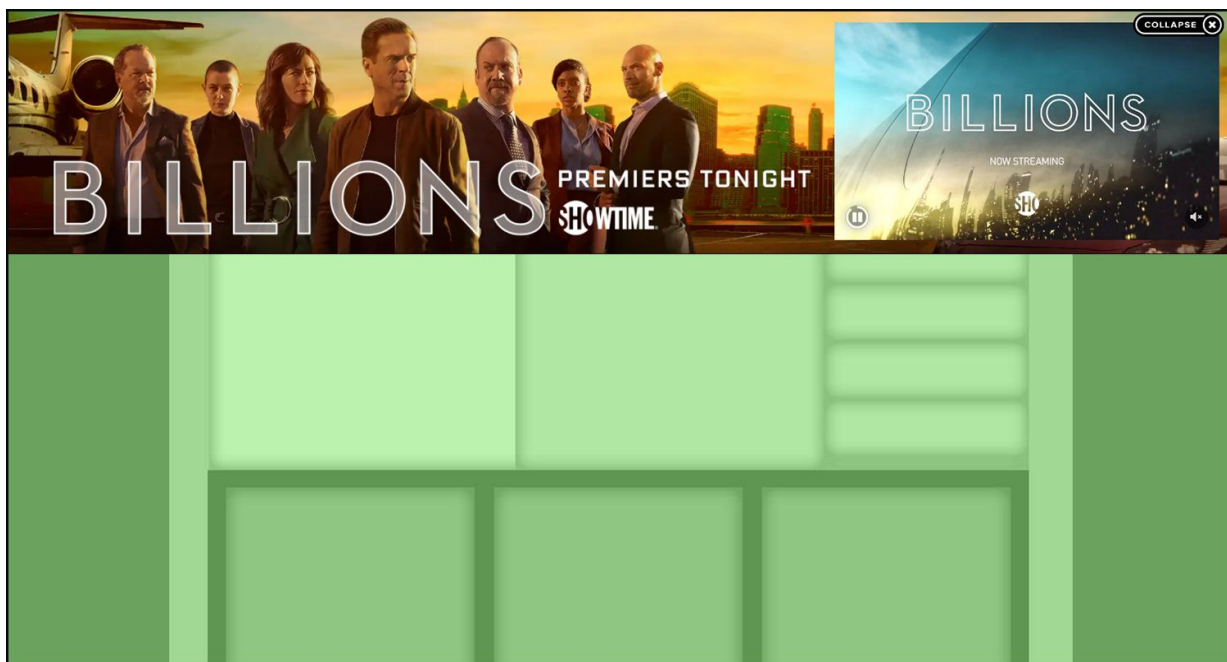
The Skybox is a high-impact, premium video ad product that appears above the site header and spans the full width of the browser. Optimized for Desktop, Tablet and Mobile Web, the responsive nature of the unit allows for an advertiser's full creative assets to be visible regardless of the user's device.

Upon page load, the ad loads above the site content, including the navigation and header. As a user scrolls down the page, the Skybox creates a parallax effect, with the background image remaining pinned as the site content appears to overlay the ad.

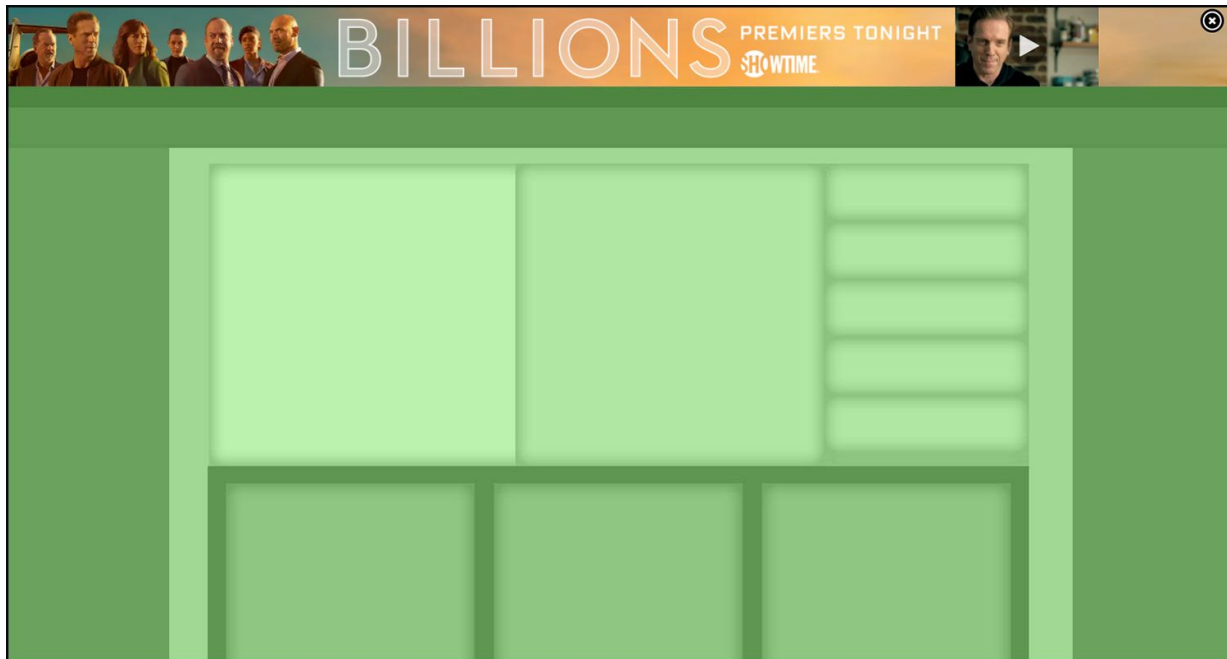
The unit will collapse to a pinned full width ad, remaining present at the top of the page allowing users to scroll back to re-engage with the creative. On selected page types the unit will begin in the collapsed version on page load.

The 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 or embedded video.

Expand state:



Collapsed state:



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, 2280x150, 1520x450, 1520x150, 800x450 (video poster), 800x450 (video endcard), 800x450 (mobile expand), 800x150 (mobile collapsed)
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:

[Skybox PSD Template](#)

For additional creative design instructions [watch this video](#).

Submission Instructions

Photoshop PSD template can be either client supplied to spec or built by CBSi's in-house Design Team using client's creative direction. Final development as a rich media ad unit must take place at CBSi as this unit is site-served only.

Deadlines:

A kick-off meeting with the CBSi Creative Designer, Account Coordinator, and Rich Media contact is required 7 business days prior to launch. If the submitted creative does not conform to the above specifications, it will not be placed online and 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 .

Sports Skybox Examples:

- cbssports.com
- maxpreps.com
- 247sports.com
- scout.com
- sportsline.com

Tech Skybox Examples:

- cnet.com

News Skybox Examples:

- cbsnews.com

Entertainment Skybox Examples:

- rachaelrayshow.com
- etonline.com

B2B Skybox Examples:

- techrepublic.com
- zdnet.com

Media Skybox Examples:

- tvguide.com
- chowhound.com
- metrolyrics.com

Games Skybox Examples:

- gamespot.com
- comicvine.gamespot.com
- gamefaqs.gamespot.com
- giantbomb.com
- metacritic.com
- comicbook.com