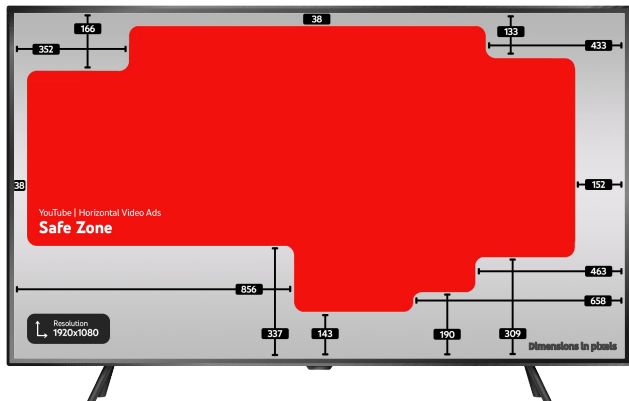




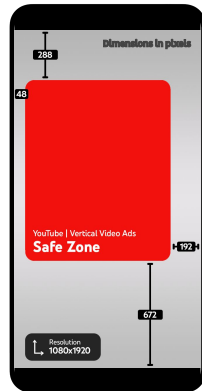
Universal Video Ad Safe Zones

Approved for use across all screens, formats & campaign types

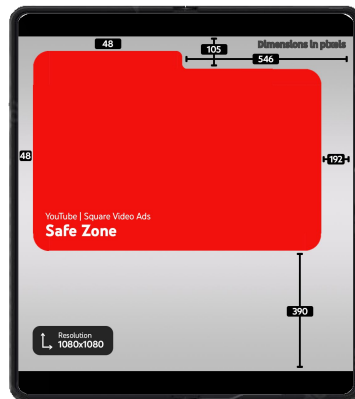
Overlays, CTAs, and buttons appear in different places depending on the format, campaign type, and screen. Use these safe areas to ensure that critical elements like logo, product, supers, etc. fall within these areas to avoid risk of elements being covered on certain inventory.



Horizontal example on TV
Use same horizontal safe area for mobile, desktop & tablet.



Vertical example on mobile
Use same vertical safe area for TV, desktop & tablet.



Square example on foldable device
Use same square safe area for TV, in-feed on TV, desktop & tablet.

- Safe area
- Unsafe area



Video Ad Safe Zone Overlays

Share the transparent Video Ad Safe Zone Overlays with the video production team and enable them to precisely place critical elements within the safe area where no ad overlay, CTA, buttons or other UI elements will show up.



DOWNLOAD .PNGs HERE:

- [Horizontal Overlay](#)
- [Vertical Overlay](#)
- [Square Overlay](#)

Right-click + "Save Image As" to download the .png-files