

## iRoll Apps

<b>Description:</b>	Use iRoll Apps to turn any pre-roll campaign into an interactive, engaging experience with buttons to socialize, purchase, download, share, locate stores and much more!
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	In-Stream/Video
<b>Spec Placement:</b>	Other
<b>File Type:</b>	Companion Banner (optional) - .jpg, .gif, .swf, iFrame
<b>Backup Image Submission Guidelines:</b>	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Video File Type:</b>	Pre-Roll video accepted .flv, .mov preferred - All video formats accepted
<b>Max Video File Weight:</b>	200 MB
<b>Third Party Serving:</b>	Innovid
<b>Third Party Tracking:</b>	Pre-Roll - Optional (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion); Companion Banner - Optional (Clicks, Impressions); Apps - Optional (Clicks), 3-5 Apps max
<b>Submission Guidelines:</b>	2 business days Timeline dependent upon receipt of all assets
<b>Key Creative Guidelines:</b>	App URLs required (must start with http://) Tool Tip Text required Please provide high-

resolution brand logos, artwork, flash animation, etc. Provide all fonts (TTF or OTF) Clarify specific calls-to-action Provide click-thru URLs (landing pages, social media destination) If the unit is designed outside of Innovid, please provide a layered PSD file with clearly named layer comps. Most creative agencies are familiar with this process.