

## iRoll Expand

<b>Description:</b>	Turn any pre-roll unit into an in-player microsite for a more immersive brand experience. Custom layout, design and animation; Purchase Drivers: Save event, coupon, store locator, tickets & showtimes, 360 product view, product image with interactive hot spots; Social Media Applications: Twitter, Facebook, Pinterest, YouTube, etc.: Additional Multimedia: Image & in-unit video galleries; Click-thru, click to purchase Works on tablet
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	In-Stream/Video
<b>Spec Placement:</b>	Other
<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>Expanded Ad Dimensions:</b>	590 x 332
<b>Video File Type:</b>	MOV (Quicktime), FLV (Flash) [Please note: FLV files cannot be edited by our team]; PSD (Layered Photoshop File), FLA (Flash source file), JPG, GIF, PNG, EPS, AI
<b>Max Video File Weight:</b>	200 MB
<b>Third Party Serving:</b>	Innovid
<b>Submission Guidelines:</b>	Turnaround (Storyboard): 5 business days Turnaround (Production): 5 business days
<b>Key Creative Guidelines:</b>	Please provide high-resolution brand logos, artwork, flash animation, etc. Please provide all fonts (TTF or OTF) Clarify specific calls-to-action The call-to-action can be placed in

any corner of the video player with a maximum size of 380x120px. It is needed for both the iRoll Expand and iRoll Imagine. Provide click-thru URLs (landing pages, social media destinations)