

## iRoll Extender

<b>Description:</b>	iRoll Extender lets you run long-form video content in existing inventory slots. Users can opt-in to extend the 15 or 30 second spot to show a 90 second commercial or 2 minute movie trailer. By extending brand exposure, you can increase retention metrics, and conversion rates.
<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>	Interactive Assets - PSD (Layered Photoshop File), FLA (Flash source file), JPG, GIF, PNG, EPS, AI
<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 - .flv, .mov preferred - All video formats accepted
<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)
<b>Submission Guidelines:</b>	20 - 25 business days Timeline dependent upon receipt of all assets
<b>Key Creative Guidelines:</b>	Key Art required URLs must start with http:// (Official Site URL required; Social Media URLs optional) Brand Logo required (vector .ai, .eps, .pdf) Brand Fonts: any PC font

