

iRoll Imagine

Spec Classification:	In-Stream/Video
Spec Placement:	Other
Backup Image Submission Guidelines:	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).
Z-Index Guidelines:	Click here for z-index range
Expanded Ad Dimensions:	590 x 332
Video File Type:	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
Max Video File Weight:	200 MB
Third Party Serving:	Innovid
Submission Guidelines:	Please consult your account manager
Key Creative Guidelines:	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) 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.