iRoll Overlay

Description:	Interactive pre-roll unit with a Call to Action (CTA) that allows users to further engage with brands via microsite experience within the video player; includes direct click through URLs, Social Media features, additional content pieces and photos, brand/product information and more. iRoll Expand unit is located at the bottom corner (left or right) of the pre-roll video player and can expand to a larger slate while remaining in the player environment. Call to Action (CTA) can also continue displaying throughout branded video content. Best uses: branding, engagement/interaction based campaigns Works on tablet
Demo:	Click here to view demo
Spec Classification:	In-Stream/Video
Spec Placement:	Other
File Type:	Companion Banner optional: .jpg, .gif, .swf, iFrame
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
Video File Type:	Pre-Roll Video - .flv, .mov preferred - All video formats accepted
Third Party Serving:	Innovid
Third Party Tracking:	Pre-Roll - Optional (Clicks, Impression Start, First Quartile, Mid Quartile, Third Quartile, Completion); Companion Banner - Optional (Clicks, Impressions)
Submission Guidelines:	20 - 25 business days Timeline dependent upon receipt of all assets

Key Creative Guidelines:

Key Art required URLs must start with http:// (Official Site URL required) (Social Media URLs optional) Brand Logo required (File Types - vector .ai, .eps, .pdf) Brand Fonts - any PC font format Guidelines/Brand Book Management optional Copy/Taglines optional