iRoll Selector

Description:	iRoll Selector puts control in the consumer's hands, by allowing users to choose the pre-roll they prefer to watch. With iRoll Selector, you can improve relevancy of message, retention metrics, and creative rotation optimization.
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
Expanded Ad Dimensions:	590 x 332
Video File Type:	File Type for Video: MOV (Quicktime), FLV (Flash) [Please note: FLV files cannot be edited by our team] File Type for Interactive Assets: PSD (Layered Photoshop file), FLA (Flash source file), JPG, GIF, PNG, EPS, AI Pre-Roll optimized for 640 x 360 video dimensions, Expanded dimensions - 590 x 332 Aspect Ration: 16:9
Max Video File Weight:	200 MB
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:

Storyboard: 5 days Production: 5 days Timeline dependent upon receipt of all assets

Key Creative Guidelines:

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 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.