

## iOverlay Apps

<b>Description:</b>	Creates an interactive experience during content play back through the use of Social Media apps, sharing, coupon downloads, store locators, ticket purchases and more. Apps are located on a dock in the lower third, which displays over video content (no pre-roll involved). Best uses: quick and cost effective alternative to iRoll engage, but for clients that not have pre-roll video assets 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>Third Party Serving:</b>	Innovid
<b>Third Party Tracking:</b>	Apps optional - clicks; Companion Banner - optional; Max number of Apps - 3 to 5
<b>Submission Guidelines:</b>	5 business days Timeline dependent upon receipt of all assets
<b>Key Creative Guidelines:</b>	Companion Banner optional - .jpg, .gif, .swf, iFrame App URLs required (must start with http://) Tool Tip Text required