

## iRoll Overlay

<b>Description:</b>	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
<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>	Companion Banner optional: .jpg, .gif, .swf, iFrame
<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

**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