

Product Builder

Description:	Combines existing pre-roll with an overlay menu that lets viewers build a customized version of a brand's product. The overlay supports multiple in unit screens that act as a virtual microsite within the pre-roll, allowing consumers to view additional rich media, videos, images, coupons, and social media without leaving the ad unit or publisher page.
Spec Classification:	In-Stream/Video
Spec Placement:	Other
Max Initial Load File Size:	SWF File, 30KB-100KB depending on required image resources for initial display. Subsequent load: FLV Video stream, <2MB for 30 second spot, <1MB for 15 second spot, unless other file size requested. Gameplay images loaded on demand depending on interaction, 0KB-150KB depending on creative and nature of interaction.
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
Third Party Serving:	VAST, rich media, and HTML 5
Third Party Tracking:	Via HTTP GET requests to track pixels at specific tracking events. These requests include cache busting strings. Other tracking pixels and events can be added to units on request. Standard tracking events include impressions, completion milestones, click-throughs, any interaction within the ad unit and more.