

# PRE-ROLL

- Pre-roll is a promotional video that plays before the main video content the user has selected on a specific website.
- The pre-roll video is usually :15 or :30 seconds. It can be a repurposed TV spot or cut down from a TV spot.
- Videos air on brand safe sites targeting clients key demographics
- Pre-roll is clickable
- Ability to swap out creative midway through campaign
- Reports include impressions, clicks, screenshots, video completions
- Starts at \$30,000

