



Super Pre-Roll specification sheet

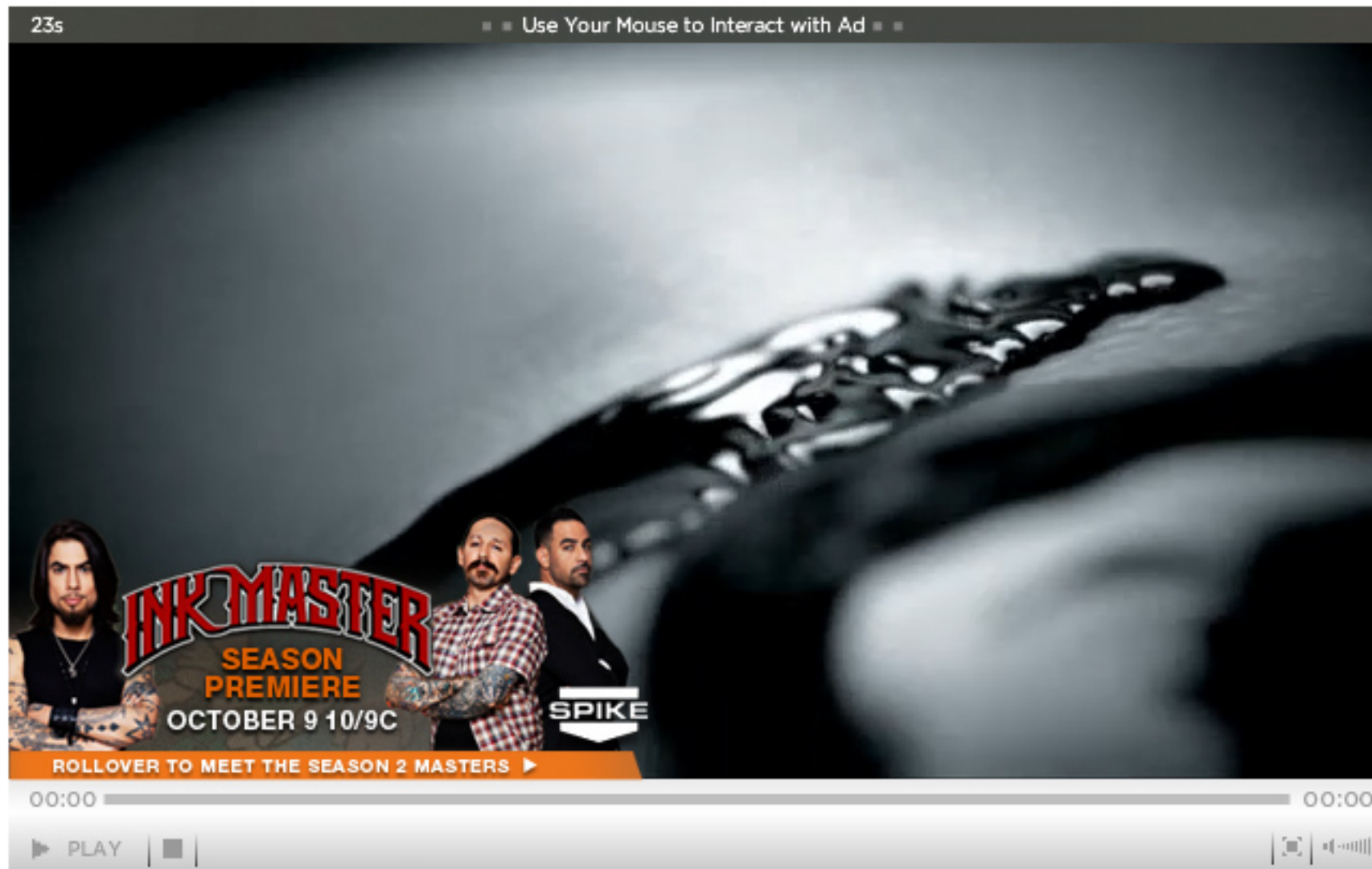
# Spike TV - Ink Masters

full interactive experience

Preroll video begins...



Bug animates-in, prompting the user to rollover to preview the show.






When activated, the first slate animates onscreen, displaying the video scene with 3 possible video choices. A menu at the top provides access to two other sections, as well as links to the show's official Twitter and Facebook pages.

The image shows a screenshot of an interactive video player. At the top left, it displays '23s' and a prompt 'Use Your Mouse to Interact with Ad'. A navigation menu at the top includes 'VIDEOS', 'PHOTO GALLERY', 'BIOS', social media icons for Twitter and Facebook, and a prominent orange button that says 'CLICK HERE FOR MORE INFO'. The main video area shows a scene from the show 'Ink Master' with several people in a studio setting. On the right side of the video, there are three small video thumbnails, each with a play button icon. At the bottom of the video frame, there is a promotional banner for 'SEASON 2 PREMIERE' on 'OCTOBER 9 10/9C' on the 'SPIKE' network, with the 'INK MASTER' logo. Below the video frame is a standard video player control bar with a progress bar (00:00 to 00:00), a 'PLAY' button, and volume controls.



The second section shows a browsable photo gallery of stories, stills, and artwork from contestants in various competitions throughout the show.



23s      Use Your Mouse to Interact with Ad

VIDEOS   **PHOTO GALLERY**   BIOS       [CLICK HERE FOR MORE INFO ▶](#)   


### Elimination Challenge: Black & Gray Tattoo by Lea Vendetta

Preview contestant TJ's finest work,  
then watch how he handles the  
competition in the premiere of *Ink  
Master*

Browse:  
 

SEASON 2 PREMIERE  
OCTOBER 9 10/9C    

00:00      00:00

▶ PLAY   

The Bio slate previews the show's many contestants along with their backgrounds, their history in the tattoo industry, and each artist's preferred styles of working.

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**LITTLE MIKE**  
White Plains, NY

14 Years experience  
Co-Owner/Artist at Addicted to Ink  
[www.addictedtoinktattoos.com/](http://www.addictedtoinktattoos.com/)

Despite his physical size, everything about "Little Mike" is big. He's funny and sarcastic and his friends affectionately refer to him as BLB (Belligerent Little Bastard). After watching the artwork he specially designed get tattooed on his friends, Mike knew that being a tattoo artist would someday be his career. Mike prefers working on big and bold tattoo designs, where he can utilize thick sculpted lines, color, exaggerated highlights so his art seems to "pop off" the skin. People's underestimation of him in the tattoo world, because of his size, has stoked a fire in him professionally. Mike is ready to show viewers that a person's size is in no way an indicator of one's talent.

◀       ▶

SEASON 2 PREMIERE  
OCTOBER 9 10/9C

00:00    00:00

▶ PLAY   

**TREMOR**  
**VIDEO**