

120x90

Spec Classification:	Banner
Spec Placement:	Ad.com Network One by AOL: Display
Width:	120
Height:	90
File Type:	In-Banner
Max Initial Load File Size:	80 KB
Host Initiated Sub-Load File Size:	Not allowed for this unit
Max Animation Time:	15 seconds in banner
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
Tablet Experience:	If built in HTML5, rich media will extend to Tablet.
Video File Type:	.mp4; .mov; .avi
Third Party Serving:	Yes
Third Party Tracking:	Yes
Submission Guidelines:	

- Standard - 2 business days prior to launch

Key Creative Guidelines:

- Non-Rich Media: .gif and .png files must have color palette reduced;
- .jpg files should be reduced in quality (50% Photoshop or equivalent recommended);
- Banner should be encased in a 1 pixel black border and distinct from the content on the page.
- Rich Media: All standard [Creative Guidelines](#) apply.
- Please see [Ad.com](#) section for rich media and standard non-rich specs.
- Please see [ONE by AOL: Display](#) section for additional specs