

125x125 (Square Button)

Spec Classification:	Banner
Spec Placement:	Ad.com Network One by AOL: Display Other
Width:	125
Height:	125
File Type:	In-Banner
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB (expandable only)
Max Animation Time:	15 seconds in banner
Frames per Second:	24
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.
Host Initiated Video File Size:	1.1 MB additional file size allowed for host-initiated video
User Initiated Video File Size:	Unlimited

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.
- Style Me Pretty: Only .jpg or .gif allowed.
- Please see [Ad.com](#) section for rich media and standard non-rich specs.
- Please see [ONE by AOL: Display](#) section for additional specs