

160x600 (Wide Skyscraper)

Description:	Standard IAB unit. In-banner demo here .
Demo:	Click here to view demo
Spec Classification:	Banner Rich Media
Spec Placement:	Ad.com Network AOL Mail Autoblog MapQuest Moviefone One by AOL: Display Other
Width:	160
Height:	600
File Type:	In-Banner; Expandable; Floating
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB (expandable only)
Max Animation Time:	15 seconds in banner
Floating guidelines:	<ul style="list-style-type: none">• Must be organic shape• No hard borders• Must move & not stay fixed for more than 1 second• No browser shaking functionality• May not cover core page navigation, branding or other ads

Floating Host Max Animation Duration: 10 seconds

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.

Expanded Ad Dimensions: 600 x 600

Max Video File Weight: 200 KB

Host Initiated Video File Size: 100 KB - 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; Floating: DoubleClick, Flashtalking, Cofactor (Pointroll), Sizmek, Interpolls

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
- Note: Site Window Ad runs thru the Rich Media version. (Refer to the applicable

specs.) The Site Window Ad is not available on ONE by AOL: Display

- Please see [Ad.com](#) section for additional rich media and standard non-rich specs
- Please see [ONE by AOL: Display](#) section for additional specs