

234x60 (Half Banner)

Spec Classification:	Banner Rich Media
Spec Placement:	Ad.com Network MapQuest One by AOL: Display
Width:	234
Height:	60
File Type:	In-Banner; Expandable; Floating
Max Initial Load File Size:	200KB
Host Initiated Sub-Load File Size:	300KB
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 allowed;• 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. Back up image is required for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
Expanded Ad Dimensions:	500 x 500
Video File Type:	.mp4; .mov; .avi
Third Party Serving:	Yes; Floating: DoubleClick, Sizmek, Interpolls
Third Party Tracking:	Yes
Frequency Cap:	1:8 per user
Submission Guidelines:	<ul style="list-style-type: none"> • Standard - 2 business days prior to launch
Key Creative Guidelines:	<ul style="list-style-type: none"> • 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