

AOL Homepage 300x250 Floating + Click to Expand

Description:	<p>This execution can be a combination of any Tier II rich media elements.</p> <p>Example: Floating Ad resolving into the 300x250 banner with user clickto expanded Micro-Site overlay/expanded panel</p>
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Tier III (AOL)
Width:	300
Height:	250
File Type:	HTML5
Total File Size:	500 KB
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB
Max Animation Time:	25 seconds total (10 sec out-of-banner; 15 sec resolve)
Floating guidelines:	<ul style="list-style-type: none">• Creative must be an organic shape or (shapes); cannot be square or rectangle• Creative must visually resolve into the 300x250• Creative must move across the screen and may not persist or hover for longer than 1 sec on any given position on the page• Creative should not cover or extend into the area designated as "no fly zone"

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
Expanded Ad Dimensions:	Full Screen semi-opaque experience with 965x600 expand panel
Expand/Collapse Options:	Banner will expand on user click
Close Button Requirements:	Mandatory close button required in the top right corner of floating creative and expanded panel
Max Video File Weight:	Progressive Download Max 2.4MB
Required Controls:	Video/Audio controls must be clearly labeled and functioning
Video File Type:	.mp4, .mov, .avi
Third Party Serving:	AOL Rich Media only. 3rd party serving not accepted on AOL Homepage.
Third Party Tracking:	Yes; U.S. requires secure tags only
Frequency Cap:	1 per user per 24 hour period
Submission Guidelines:	<ul style="list-style-type: none"> • U.S. requires secure tags only
Key Creative Guidelines:	<ul style="list-style-type: none"> • User click will initiate banner expansion with call-to-action to "click to expand" • Replay button included on final screen