

## AOL Homepage 300x600 Floating

<b>Description:</b>	Rich media banner ad unit containing an associated graphic element. The associated graphic element may either "float" in an invisible layer on top of the page or it may be "tethered" to the banner ad unit often starting from, or resolving into, the banner.
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL Homepage Tier III (AOL)
<b>Width:</b>	300
<b>Height:</b>	600
<b>File Type:</b>	HTML5
<b>Total File Size:</b>	500 KB
<b>Max Initial Load File Size:</b>	200 KB
<b>Host Initiated Sub-Load File Size:</b>	300 KB
<b>Floating guidelines:</b>	<ul style="list-style-type: none"><li>• Creative must be organic shape, not square or rectangle</li><li>• Creative must visually resolve into 300x600</li><li>• Creative must move across the screen and may not persist or hover for longer than 1 sec on any given position on the page</li><li>• Creative should not cover or extend into the area designated as "no fly zone"</li></ul>
<b>Floating Host Max Animation Duration:</b>	25 seconds total (10 sec out-of-banner; 15 sec resolve)

**Backup Image Submission** 25 seconds total (10 sec out-of-banner; 15 sec resolve)

**Guidelines:**

**Z-Index Guidelines:** [Click here for z-index range](#)

**Tablet Experience:** Rich experience will extend to tablet

**Close Button Requirements:** Must have functioning, visible "close" button tangent to top right of creative

**Third Party Serving:** AOL Rich Media only. 3rd party serving not accepted on AOL Homepage.

**Third Party Tracking:** Accepted; U.S. requires secure tags only

**Frequency Cap:** 1 per user per 24 hour period

**Submission Guidelines:**

- 10-15 days from receipt of assets
- U.S. requires secure tags only

**Supported Countries:** CA  
UK  
US