

AOL Homepage 300x600 Floating + Click to Expand

Description:	<p>This product is a 300x600 with enhanced rich media capabilities. It can be a combination of any rich media elements.</p> <p>Example: Floating Ad resolving into the 300x600 ad banner with user click-to-expand to a lightbox expanded panel.</p>
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Tier IV (AOL)
Width:	300
Height:	600
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 organic in shape, not square or rectangle• Creative must visually resolve into 300x600• Creative must move across the screen and may not persist or hover for longer than 1 second on any given position on the page• Creative should not cover or extend into 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: 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

Key Creative Guidelines:

- User click will initiate banner expansion with call-to-action to "click to expand"
- Replay button included on final screen

Supported Countries: CA
UK
US