

300x250

Description:	300x250 ad banner that may be standard or rich media IAB compliant.
Demo:	Click here to view demo Click here to view demo
Spec Classification:	Banner Rich Media
Spec Placement:	Ad.com Network AOL O&O Autoblog Engadget Huffington Post Makers MapQuest Moviefone One by AOL: Display Style Me Pretty TechCrunch
Width:	300
Height:	250
File Type:	JPG, GIF, PNG
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB (expandable & rich media only)
Max Animation Time:	15 seconds in-banner
Frames per Second:	25

Floating guidelines:

- Must be organic shape, not square or rectangle
- Must move across the screen and not hover/stay fixed more than 1 second
- Must visually resolve into 300x250
- Must have functioning, visible "close" button tangent to top right of floating creative

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).

1x1 Black Border Required: Yes

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

Tablet Experience: If built in HTML5, rich media will extend to tablet.

Expanded Ad Dimensions: 500x500

Direction of Expansion: 300x250 MUST have ability to expand left or right

Close Button Requirements: Mandatory close button in upper right corner of expand creative

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

Video Time Restrictions/Length: :15 seconds max host initiated

Audio User Initiated or Auto-play: User initiated only

Third Party Serving: Accepted

Third Party Tracking: Accepted

Frequency Cap: Floating frequency cap 1:24

Submission Guidelines:

- All standard [Creative Guidelines](#) apply
- All [Technical Guidelines](#) apply

Key Creative Guidelines:

- Please see [Ad.com section](#) for rich media and standard non-rich specs
- Please see [ONE by AOL: Display](#) section for additional specs
- Note: Lightbox Expand, Site Window Ad, Doodle Ads, and Sidekick run thru the Rich Media version. (Refer to the applicable specs.) These formats are not available on ONE by AOL: Display.