

300x600 (Large Rectangle)

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:	600
File Type:	JPG, GIF, PNG, HTML5
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB (expandable only)
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 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).
1x1 Black Border Required:	Banner should be encased in a 1 pixel black border and distinct from the content on the page
Z-Index Guidelines:	Click here for z-index range
Tablet Experience:	If built in HTML5, rich media will extend to tablet.
Expanded Ad Dimensions:	960x600
Close Button Requirements:	Required for expandable
Max Video File Weight:	200 KB
Host Initiated Video File Size:	100 KB - 1.1 MB additional file size allowed for host-initiated video
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: AOL Approved 3rd party vendors Floating: DoubleClick, Flashtalking, Sizmek, Interpolls
Third Party Tracking:	Accepted

Frequency Cap:

1:24 per user

Submission Guidelines:

- Standard - 2 business days prior to launch
- Rich Media: All standard [Creative Guidelines](#) apply

Key Creative Guidelines:

- Non-Rich Media: .gif and .png files must have color palette reduced
- .jpg files should be reduced in quality (50% Photoshop or equivalent recommended)
- Please see [Ad.com](#) section for rich media and standard non-rich specs
- Please see [ONE by AOL: Display](#) section for additional specs
- Note: AOLightbox, Lightbox Expand, and Doodle Ads run thru the Rich Media version. (Refer to the applicable specs.) These formats are not available on ONE by AOL: Display.