

468x60 (Full Banner)

Spec Classification:	Banner Rich Media
Spec Placement:	Ad.com Network One by AOL: Display
Width:	468
Height:	60
File Type:	In-Banner; Expandable; Floating
Max Initial Load File Size:	200KB
Host Initiated Sub-Load File Size:	300KB
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 core 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).
Z-Index Guidelines:	Click here for z-index range

Tablet Experience:	If built in HTML5, rich media will extend to Tablet.
Expanded Ad Dimensions:	468 x 480
Video File Type:	.mp4; .mov; .avi
Third Party Serving:	Yes; Floating: DoubleClick, Sizmek, Interpolls
Third Party Tracking:	Yes
Frequency Cap:	1:8 per user
Submission Guidelines:	<ul style="list-style-type: none">• Standard - 2 business days prior to launch
Key Creative Guidelines:	<ul style="list-style-type: none">• Non-Rich Media: .gif and .png files must have color palette reduced• .jpg files should be reduced in quality (50% Photoshop or equivalent recommended)• Banner should be encased in a 1 pixel black border and distinct from the content on the page.• Rich Media: All standard Creative Guidelines apply.