

**728x90 (Leaderboard)**

<b>Description:</b>	Standard IAB unit
<b>Demo:</b>	<a href="#">Click here to view demo</a> <a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Banner Rich Media
<b>Spec Placement:</b>	Ad.com Network AOL O&O Autoblog Engadget Huffington Post Makers MapQuest Moviefone One by AOL: Display Style Me Pretty TechCrunch
<b>Width:</b>	728
<b>Height:</b>	90
<b>File Type:</b>	JPG, GIF, PNG, HTML5
<b>Max Initial Load File Size:</b>	200 KB
<b>Host Initiated Sub-Load File Size:</b>	300 KB (expandable only)
<b>Max Animation Time:</b>	:15 seconds in banner
<b>Frames per Second:</b>	24

**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 728x90
- 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:** 728x300

**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

**Host Initiated Video Max Length:** :15 seconds in banner

**User Initiated Video Max Length:** Unlimited

**Video File Type:** .mp4; .mov; .avi

**Third Party Serving:**  
Accepted: AOL approved 3rd party vendors  
Floating: DoubleClick, Sizmek, Flashtalking, Interpolls

**Third Party Tracking:** Accepted

**Frequency Cap:** 1:24 for floating

**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
- Note: Site Window Ad and Loft run thru the Rich Media version. (Refer to the applicable specs.) These formats are not available on ONE by AOL: Display.