

Mobile Expandable Banner (Web and App)

Description:	300x50 banner with tap-to-expand functionality allowing more space for rich capable content. NOTE: expansion does not detect full screen size of device. Use provided expanded panel dimensions.
Spec Classification:	Mobile Rich Media
Spec Placement:	Ad.com Network One by AOL: Display
Width:	300
Height:	50
File Type:	HTML5
Total File Size:	250 KB
Max Initial Load File Size:	50 KB
Host Initiated Sub-Load File Size:	200 KB
Max Animation Time:	15 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:	Creatives without borders must have high contrast background color that does not mimic the background color of the page or app
Z-Index Guidelines:	Click here for z-index range

Expanded Ad Dimensions: Mobile Web:300x416; App: 300x460

Direction of Expansion: Expansion direction must be detected by serving vendor

Close Button Requirements: Required in upper right corner of expanded panel

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

Third Party Serving: Celtra, DoubleClick

Third Party Tracking: Accepted

Submission Guidelines: 10-15 business days lead time for creatives

Key Creative Guidelines:

- Required assets: Layered PSD files; JPG, GIF, PNG's
- Please see [ONE by AOL: Display](#) section for additional specs