

Advertising.com App & Mobile Web Rich Media Interstitial

Description:	320x480 Mobile Interstitial with rich capabilities
Spec Classification:	Mobile
Spec Placement:	Ad.com Network One by AOL: Display
Width:	320
Height:	480
File Type:	HTML5
Total File Size:	250K (includes initial, polite and support)
Max Animation Time:	15 seconds
Z-Index Guidelines:	Click here for z-index range
Video File Type:	.avi; .mov; .mp4
Third Party Serving:	Celtra, DoubleClick, ONE by AOL: Creative Mobile Web: <ul style="list-style-type: none">• Celtra• AdGear
Third Party Tracking:	Accepted
Submission Guidelines:	<ul style="list-style-type: none">• Back up image is required for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript). Recommended file size 40K.• 10-15 business day lead time for creatives.

Key Creative Guidelines:

- Close Button: Required (upper right corner);
- Hot Spots: May not exceed 25% of banner;
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the page or app.
- Please see [ONE by AOL: Display](#) section for additional specs