

**Advertising.com App & Mobile Web Rich Media Interstitial**

<b>Description:</b>	320x480 Mobile Interstitial with rich capabilities
<b>Spec Classification:</b>	Mobile
<b>Spec Placement:</b>	Ad.com Network One by AOL: Display
<b>Width:</b>	320
<b>Height:</b>	480
<b>File Type:</b>	HTML5
<b>Total File Size:</b>	250K (includes initial, polite and support)
<b>Max Animation Time:</b>	15 seconds
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Video File Type:</b>	.avi; .mov; .mp4
<b>Third Party Serving:</b>	Celtra, DoubleClick, ONE by AOL: Creative  <b>Mobile Web:</b> <ul style="list-style-type: none"><li>• Celtra</li><li>• AdGear</li></ul>
<b>Third Party Tracking:</b>	Accepted
<b>Submission Guidelines:</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• 10-15 business day lead time for creatives.</li></ul>

**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