

Advertising.com App & Mobile Web Standard Banner

Description:	300x50 banner
Spec Classification:	Mobile
Spec Placement:	Ad.com Network One by AOL: Display
Width:	300
Height:	50
File Type:	JPG, GIF, PNG; HTML5
Total File Size:	50K (includes initial, polite and support)
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).
Z-Index Guidelines:	Click here for z-index range
Third Party Tracking:	Accepted
Submission Guidelines:	10 business days prior to launch Note: required ad unit for all Advertising.com campaigns
Key Creative Guidelines:	<ul style="list-style-type: none">• 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