

**Advertising.com App & Mobile Web Standard Banner**

<b>Description:</b>	300x50 banner
<b>Spec Classification:</b>	Mobile
<b>Spec Placement:</b>	Ad.com Network One by AOL: Display
<b>Width:</b>	300
<b>Height:</b>	50
<b>File Type:</b>	JPG, GIF, PNG; HTML5
<b>Total File Size:</b>	50K (includes initial, polite and support)
<b>Max Animation Time:</b>	15 seconds
<b>Backup Image Submission Guidelines:</b>	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).
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Third Party Tracking:</b>	Accepted
<b>Submission Guidelines:</b>	10 business days prior to launch Note: required ad unit for all Advertising.com campaigns
<b>Key Creative Guidelines:</b>	<ul style="list-style-type: none"><li>• Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the page or app.</li><li>• Please see <a href="#">ONE by AOL: Display</a> section for additional specs</li></ul>