# Advertising.com App & Mobile Web Standard Banner

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| **Description:** | A non-expandable and non-HTML5 320x50 animated banner with click-to-URL action. |
| **Spec Classification:** | Mobile |
| **Spec Placement:** | Ad.com Network<br>One by AOL: Display |
| **Width:** | 320 |
| **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:** | <ul><li>10 business days prior to launch</li><li>Note: required ad unit for all Advertising.com campaigns</li></ul> |
| **Key Creative Guidelines:** | <ul><li>No "Call to Action" text.</li><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 ONE by AOL: Display section for additional specs</li></ul> |