

Mobile Devil Full Page Flex - Auto-Expand (Web Only)

Description:	Initiated from the 320x50 banner, the Devil Full Page Flex auto-expands to full screen upon page entry. The ad will cover the entire screen with rich-capable content in both orientations. Once ad is closed by user or 10-second timer, a 320x50 user-expand Devil will remain on the page. This format features up to 3 ONE by AOL: Creative apps including image and video galleries, mapping and social feeds.
Spec Classification:	Mobile Rich Media
Spec Placement:	AOL O&O Autoblog Engadget Huffington Post MapQuest Moviefone Style Me Pretty TechCrunch
Width:	320
Height:	50
File Type:	HTML5
Total File Size:	150K (includes initial, polite and support)
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).
1x1 Black Border Required:	Creatives without borders must have high contrast background color that does not mimic the background color of the page
Z-Index Guidelines:	Click here for z-index range

Expanded Ad Dimensions:	Full screen
Close Button Requirements:	Required in upper right corner of expanded panel
Video File Type:	.avi; .mov; .mp4
Third Party Serving:	ONE by AOL: Creative
Third Party Tracking:	Accepted
Frequency Cap:	Host expanded unit capped at once per 24 hours
Submission Guidelines:	10-15 business days lead time for creatives.
Key Creative Guidelines:	Required assets: Layered PSD files; JPG, GIF, PNG's
Supported Countries:	CA DE FR UK US