

Mobile Devil Full Page Flex - User-Expand (Web and App)

Description:	Take advantage of a rich full screen experience with the Devil Full Page Flex. Initiated from a 320x50 banner, this format responsively fits the entire screen upon expansion. 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:	Ad.com Network AOL O&O AOL Homepage Autoblog Engadget Huffington Post MapQuest Microsoft Moviefone MSN Homepage One by AOL: Display 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 or app

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; AOL U.S. Homepage requires secure tags only

Submission Guidelines:

- 10-15 business days lead time for creatives
- AOL U.S. Homepage requires secure tags only

Key Creative Guidelines:

- Required assets: Layered PSD files; JPG, GIF, PNG's
- Please see [ONE by AOL: Display](#) section for additional specs

Supported Countries: CA
US