

Mobile Expandable Banner (Web and App)

Description:

320x50 banner with tap-to-expand functionality allowing more space for rich capable content. Expansion does not detect full screen size of device. Use provided expanded panel dimensions.

Please see Full Page Flex specs for full screen expansion:

- [Served by ONE by AOL: Creative](#)
- [Served by 3rd parties](#)

Spec Classification:

Mobile
Rich Media

Spec Placement:

Ad.com Network
AOL O&O
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:

250 KB

Max Initial Load File Size: 50 KB

**Host Initiated Sub-Load
File Size:**

200 KB

User Initiated File Download File Size:	Unlimited
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).
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:	320x480 is recommended
Direction of Expansion:	Expansion direction must be detected by serving vendor
Close Button Requirements:	Required; upper right hand corner of expanded panel; must be in view on all screen sizes and orientations
Host Initiated Video File Size:	2.2 MB additional file size for host-initiated video
User Initiated Video File Size:	Unlimited
Host Initiated Video Max Length:	30 seconds
User Initiated Video Max Length:	Unlimited
Video File Type:	.avi; .mov; .mp4
Third Party Serving:	AOL Rich Media, Celtra, DoubleClick, Flashtalking, Medialets, ONE by AOL: Creative, Sizmek Ad.com/ONE Display: Celtra and DoubleClick Only

Third Party Tracking: Accepted

Submission Guidelines: 10-15 business days lead time for creatives

Key Creative Guidelines: Please see [ONE by AOL: Display](#) section for additional specs