

Mobile Filmstrip (Web and App)

Description:	Mirroring the concept of the desktop Filmstrip, this format is a scrolling, multi-panel ad experience. Initiated from a 320x50 banner, this format fills the screen with up to 4 panels of rich capable content.
Spec Classification:	Mobile Rich Media
Spec Placement:	AOL O&O AOL Homepage Autoblog Engadget Huffington Post MapQuest Moviefone 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: Full screen

Close Button Requirements: Required in upper right corner of expanded panel

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, Flashtalking, Sizmek
AOL Homepage: AOL Rich Media ONLY

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