

Mobile Full Page Flex (Web and App)

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| Description: | Take advantage of the full screen with the Full Page Flex format. Initiated from a 320x50 banner, this format responsively fits the entire screen upon expansion regardless of the screen size (i.e. iPhone vs. Galaxy) or screen orientation (portrait vs. landscape). |
| 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 |
| Max Initial Load File Size: | 200 KB (300 KB tablet only) |
| Host Initiated Sub-Load File Size: | 300 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
Ad.com/ONE Display: Celtra Only
*Mobile Web 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

Supported Countries:

CA

US