

Mobile Host Full Page Flex: Interstitial (Web Only)

Description:	The Host Full Page Flex delivers a full screen auto-expanded, rich-capable experience upon site/app entry once per 24 hours. The ad will cover the entire screen regardless of device screen size or screen orientation. Once ad is closed by user or 10 second built-in timer, a 320x50 full page flex expandable remains on the page. NOTE: All subsequent impressions will be a 320x50 user-expandable/full page flex banner.
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:	500 KB
Max Initial Load File Size:	200 KB (300 KB tablet only)
Host Initiated Sub-Load File Size:	300 KB
Max Animation Time:	:15 seconds (host expand)
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

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, Sizmek, Flashtalking, AdGear

Third Party Tracking:

Accepted

Frequency Cap:

Host expanded unit capped at once per user 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
US