

**Mobile Standard Banner (Web and App)**

<b>Description:</b>	A 320x50 non-expandable and non-HTML5 animated banner with click-to-URL action.
<b>Spec Classification:</b>	Banner Mobile
<b>Spec Placement:</b>	Ad.com Network AOL O&O AOL Homepage Autoblog Engadget Huffington Post MapQuest Microsoft Moviefone One by AOL: Display Style Me Pretty TechCrunch
<b>Width:</b>	320
<b>Height:</b>	50
<b>File Type:</b>	JPG, GIF, PNG; HTML5
<b>Max Initial Load File Size:</b>	50 KB
<b>Max Animation Time:</b>	:15 seconds
<b>Backup Image Submission Guidelines:</b>	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).
<b>1x1 Black Border Required:</b>	Creatives without border must have high contrast background color that doesn't mimic the background color of the page or app

**Z-Index Guidelines:** [Click here for z-index range](#)

**Third Party Tracking:** Accepted; AOL U.S. Homepage requires secure tags only

- Submission Guidelines:**
- 10 business days prior to launch
  - AOL U.S. Homepage requires secure tags only

**Key Creative Guidelines:** Hi-Res creatives should be submitted as 640x100