


**AOL App & Tablet Web Standard Banner for Kindle Fire**

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| <b>Description:</b>                        | 600x100 banner  |
| <b>Mock:</b>                               |   |
| <b>Demo:</b>                               | <a href="#">Click here to view demo</a>   |
| <b>Spec Classification:</b>                | Tablet  |
| <b>Spec Placement:</b>                     | One by AOL: Display<br>Anywhere/NA  |
| <b>Width:</b>                              | 600   |
| <b>Height:</b>                             | 100   |
| <b>File Type:</b>                          | JPG, GIF, PNG   |
| <b>Total File Size:</b>                    | 30K   |
| <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>Z-Index Guidelines:</b>                 | <a href="#">Click here for z-index range</a>  |
| <b>Third Party Serving:</b>                | Yes, Approved 3rd parties   |

**Third Party Tracking:** Accepted

**Submission Guidelines:** 2 business days prior to launch