

Mobile HTML5 Non-Expandable Banner (Web and App)

Description:	Non-expandable banner that has HTML5 animation along with unique click throughs such as Click-to-Video, Click-to-Call, etc.
Spec Classification:	Mobile Rich Media
Spec Placement:	Ad.com Network AOL O&O Autoblog Engadget Microsoft Moviefone One by AOL: Display Style Me Pretty TechCrunch
Width:	320
Height:	50
File Type:	HTML5
Total File Size:	250K (includes initial, polite and support)
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

Expand/Collapse Options: Does not expand

Video File Type: .avi; .mov; .mp4

Third Party Serving: AOL Rich Media, Celtra, Doubleclick, Flashtalking, ONE by AOL: Creative, Sizmek

Third Party Tracking: Accepted

Submission Guidelines: 10-15 business days lead time for creatives

Key Creative Guidelines:

- Required Assets: GIF/JPG's/PNG's
- Layered PSD files required if design from the group needed