

Mobile Adhesion (Web Only)

Description:	The Adhesion banner runs across the bottom of the screen (full width x 50) as a persistent but unobtrusive presence. As the user scrolls, the ad disappears. When the user stops scrolling, the ad reappears on the bottom. A close button is included in the upper right hand corner of the full width x 50 banner. The Adhesion banner may expand (not required).
Spec Classification:	Mobile Rich Media
Spec Placement:	AOL O&O AOL Homepage Autoblog MapQuest Moviefone Style Me Pretty TechCrunch
Width:	320
Height:	50
File Type:	HTML5
Total File Size:	250 KB
Max Initial Load File Size:	50 KB
Host Initiated Sub-Load File Size:	200 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

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

Expanded Ad Dimensions: Full screen

Close Button Requirements: Required in upper right corner of Adhesion banner AND expanded panel (if included)

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

Third Party Serving:
AOL Rich Media, Flashtalking, Sizmek
AOL Homepage: AOL Rich Media ONLY
Ad.com/ONE Display: Celtra

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