

Mobile Lightbox (Web Only)

Description:	The Mobile Lightbox is delivered as a 300x250 or 320x480 overlay upon entry to the site with the companion 320x50 banner that remains on the page. This interstitial experience utilizes a semi-opaque background that takes away the distraction of the page content, allowing the advertiser's brand to be in focus. The host experience automatically closes after :8 seconds (or upon user tap-to-close). The 320x50 banner remains on the page. Mobile Lightbox is frequency capped at 1:24 hours per campaign.
Demo:	Click here to view demo
Spec Classification:	Mobile
Spec Placement:	AOL O&O Autoblog Huffington Post Style Me Pretty
Width:	320
Height:	50
File Type:	JPG, GIF, PNG, HTML5
Total File Size:	35K (includes initial, polite and support)
Floating Host Max Animation Duration:	:08 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).
Z-Index Guidelines:	Click here for z-index range
Close Button	Mandatory visible and functioning "close" button in upper right corner of creative

Requirements:

Third Party Serving:

AOL In-House

Third Party Tracking:

Accepted

Frequency Cap:

1:24 hours per campaign

Submission Guidelines:

10 business days from receipt of assets

Key Creative Guidelines:

- Interstitial size may be either a 300x250 OR 320x480
- Background must remain semi-opaque with page content visible, no bleed through
- Semi-opaque background creative guidelines: Background color: "#000000" (Black) Opacity: 70%

Supported Countries:

BR
CA
UK
US