

AOL Partner Mail Program

Description:

Dedicated email to promote partner offer, delivered in real-time when AOL member logs into mail and is sent to the top of the AOL member's inbox. New Partners must provide AOL with a Partner Opt-Out List

- Partner opt-out list must be sent to Epsilon at least 13 days prior to launch for testing
- Pre-launch Partner Opt-out list must be sent to Episolon 5 days prior to launch
- During campaign opt-out lists must be processed weekly (every 7 days) no exceptions

Spec Classification:

Content Module

Spec Placement:

AOL Mail

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](#)

Third Party Serving:

No; Non-ad served

Third Party Tracking:

No

Submission Guidelines:

Final assets must be received by AOL Account Manager at least 10 days prior to launch

Key Creative Guidelines:

Secure creative tags only