

## 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 campaigning 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