

AOL Tablet App Filmstrip (1024x90)

Description:	<p>Landscape orientation; Mirroring the concept of the desktop Filmstrip, this format is a scrolling, multi-panel ad experience. Initiated from a 768x90 banner, this format fills the screen with rich capable content across multiple panels (up to 4).</p> <p>Does not apply to HuffPost iPad app.</p>
Spec Classification:	Tablet
Spec Placement:	Anywhere/NA
Width:	1 024
Height:	90
File Type:	Tag: HTML5/Javascript
Total File Size:	200K (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).
Z-Index Guidelines:	Click here for z-index range
Expanded Ad Dimensions:	1024x768
Video File Type:	.avi; .mov; .mp4
Third Party Serving:	Celtra

Submission Guidelines:

- 10-15 business days lead time for creatives.
- This size is not needed for HuffPost iPad app

Key Creative Guidelines:

Required Assets: GIF/JPG's/PNG's; Layered PSD files required if design from the group needed; Close Button: Required; Upper right corner; circle with "x" (MRAID standard); Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the page or app.