

**AOL Tablet App Filmstrip (768x90)**

<b>Description:</b>	<p>Portrait 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>
<b>Spec Classification:</b>	Tablet
<b>Spec Placement:</b>	Anywhere/NA
<b>Width:</b>	768
<b>Height:</b>	90
<b>File Type:</b>	Tag: HTML5/Javascript
<b>Total File Size:</b>	200K (includes initial, polite and support)
<b>Max Animation Time:</b>	15 seconds
<b>Backup Image Submission Guidelines:</b>	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).
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Expanded Ad Dimensions:</b>	768x1024
<b>Video File Type:</b>	.avi; .mov; .mp4
<b>Max Video File Weight:</b>	10MB
<b>Third Party Serving:</b>	

Celtra

**Third Party Tracking:** Accepted

**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.