

AOL Tablet App Host Full Page Flex

Description:	The Host Full Page Flex delivers a full screen auto-expanded, rich-capable experience upon app entry once per 24 hours. The ad will cover the entire screen regardless of device screen size or screen orientation. Once ad is closed by user or 10 second built-in timer, a 768x90 or 1024x90 (depending on device orientation) full page flex expandable remains on the page. NOTE: All subsequent impressions will be a 768 or 1024x90 expandable banner.
Spec Classification:	Tablet
Spec Placement:	Anywhere/NA
Width:	768
Height:	1 024
File Type:	Tag: HTML5/Javascript
Total File Size:	200K (includes initial, polite and support)
Max Animation Time:	15 seconds
Floating 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 app.
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	Full screen

Dimensions:

Video File Type: .avi; .mov; .mp4

Third Party Serving: Celtra, Flashtalking

Third Party Tracking: Accepted

Frequency Cap: Host expanded unit capped at once per 24 hours

Submission Guidelines: 10-15 business days lead time for creatives.