

AOL Tablet Web Filmstrip

Description:	For tablet sites utilizing desktop inventory. Like the desktop Filmstrip, this format is a 300x600 scrolling, multi-panel ad experience. This version is built in HTML5 allowing for the same rich experience on tablet devices. Unit can include up to 4 panels.
Spec Classification:	Tablet
Spec Placement:	Ad.com Network Autoblog Huffington Post Moviefone One by AOL: Display Other
Width:	300
Height:	600
File Type:	Tag: HTML5/Javascript; targetted to tablet only
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
Video File Type:	.avi; .mov; .mp4
Third Party Serving:	Celtra, Flashtalking

Third Party Tracking: Accepted

Submission Guidelines:

- 10-15 business days lead time for creatives

Key Creative Guidelines:

- Required Assets: GIF/JPG's/PNG's;
- Layered PSD files required if design from the group needed;
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the page.