

## AOL Tablet Web Filmstrip

<b>Description:</b>	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.
<b>Spec Classification:</b>	Tablet
<b>Spec Placement:</b>	Ad.com Network Autoblog Huffington Post Moviefone One by AOL: Display Other
<b>Width:</b>	300
<b>Height:</b>	600
<b>File Type:</b>	Tag: HTML5/Javascript; targetted to tablet only
<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>Video File Type:</b>	.avi; .mov; .mp4
<b>Third Party Serving:</b>	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.