

AOL Homepage Make a Difference Module

Description:

Please note, copy must be sentence case and the Body Copy can only be one sentence.

- Subheader: 22 characters [including spaces, usually nonprofit name]
- Body Copy: 70 characters [including spaces, must be complete sentence(s)]
- CTA: 30 characters [including spaces, call-to-action]
- Relevant Image: 75 x 75 px [cannot be a graphic or logo]
- Click through URL [customized link so you can send follow up reporting]

Spec Classification:

Content Module

Spec Placement:

AOL Homepage

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](#)