

Mobile Sled - Third Party (Web Only)

Description:	The Sled ad format slides into view over the mobile web page content as the user scrolls down the page. This fully rich-capable unit can include galleries, videos, mapping and more. Preferred size is 320x365 but other sizes may be available.
Demo:	Click here to view demo
Spec Classification:	Mobile
Spec Placement:	Ad.com Network AOL O&O One by AOL: Display TechCrunch
Width:	320
Height:	50
File Type:	HTML5
Total File Size:	150K (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).
1x1 Black Border Required:	Yes
Z-Index Guidelines:	Click here for z-index range
Video File Type:	.avi, .mov, .mp4

Third Party Serving:

Sled

Third Party Tracking:

Accepted

Frequency Cap:

1 per user per 24 hour period

Submission Guidelines:Please see [ONE by AOL: Display](#) section for additional specs