

AOL Homepage AOLightbox

Description:

Host initiated full page expand that launches a semi-opaque background surrounding an enhanced expanded ad panel. The expanded panel resolves into a 300x600 with a leave behind anchored to the bottom of the user's screen that stays persistent for 24 hours. User controlled click to "replay" functionality is available within the leave behind. This format is available from a 300x600.

- Host Expand: 965x600 hot spot/content area
- Resolve/Leave behind unit: 140x140 image/graphic that is organic in shape (text only not supported)

Demo:

[Click here to view demo](#)

Spec Classification:

Rich Media

Spec Placement:

AOL Homepage
Tier IV (AOL)

Width:

300

Height:

600

File Type:

HTML5

Total File Size:

500 KB

Max Initial Load File Size:

200 KB

Host Initiated Sub-Load

300 KB

File Size:**Max Animation Time:**

7 seconds for host animation

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 Dimensions: Full Screen semi-opaque experience with a 965x600 hot spot/content area

Close Button Requirements: Mandatory visible and functioning "close" button in upper right of creative

Max Video File Weight: Progressive download on user click - 2.4MB

User Initiated Video Max Length: Up to 2 minutes of video allowed

Required Controls: Play/Pause/Stop/Mute/Unmute video-audio controls; Recommended: progress bar

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

Third Party Serving: AOL Rich Media only. 3rd party serving not accepted on AOL Homepage.

Third Party Tracking: Accepted; U.S. requires secure tags only

Frequency Cap: Host initiation: 1 per user per 24 hour period

Submission Guidelines:

- 10 to 15 business days from receipt of assets
- U.S. requires secure tags only

Key Creative Guidelines:

- On expand, no background color manipulation
- Background must remain semi-opaque with page content visible, no bleed through
- Semi-opaque background creative guidelines: Background color - "#000000" (Black); Opacity % - 70 %
- The expanded experience must resolve back into the 300x600 upon user click to close
- No continued animation upon resolve
- All standard [Creative Guidelines](#) apply
- All [Technical Guidelines](#) apply

Supported Countries: CA
US