

AOL Homepage Responsive Billboard

Description:	<p>Billboard is a prominent, large scale ad unit that delivers both a highly-impactful and highly-visible rich media experience for the advertiser. "Close Ad" and "Show Ad" calls-to-action allow the user to either collapse the Billboard to a 970x66 unit or "re-play" the full ad experience.</p> <p>Built responsively, the AOL Homepage Billboard will adapt to fit all desktop and tablet screen sizes.</p>
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Tier III (AOL)
Width:	970
Height:	250
File Type:	HTML5
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	1 MB
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

Tablet Experience:	Rich experience will extend to tablet.
Expanded Ad Dimensions:	970x250
Direction of Expansion:	Down
Expand/Collapse Options:	User click only
Close Button Requirements:	Mandatory close button upper right corner of creative (will collapse creative to 970x66)
Max Video File Weight:	Progressive download on user click - 2.4MB max
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, ONE by AOL: Creative
Third Party Tracking:	Accepted; U.S. requires secure tags only
Submission Guidelines:	<ul style="list-style-type: none"> • 10-15 days from receipt of assets • U.S. requires secure tags only
Key Creative Guidelines:	<ul style="list-style-type: none"> • AOL.com Client Size: 768x250 • Collapsed State: 970x66