

## Mobile Devil Full Page Flex (InContent)

<b>Description:</b>	This mobile-first ad experience offers advertisers a large, full-page design canvas without requiring users to expand the ad. The format is respectful of the user experience as it seamlessly reveals the full page ad as the user scrolls the page. The Ad is positioned within the stream of content without ever covering any editorial content. The Devil Full Page Flex (InContent) format is responsive to device size and orientation, ensuring an optimal viewing experience for all consumers.
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Mobile Rich Media
<b>Spec Placement:</b>	AOL O&O AOL Homepage Huffington Post Moviefone
<b>Width:</b>	300
<b>Height:</b>	250
<b>File Type:</b>	HTML5
<b>Total File Size:</b>	250K (includes initial, polite and support)
<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>1x1 Black Border Required:</b>	Creatives without borders must have high contrast background color that does not mimic the background color of the page or app
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>

**Expanded Ad Dimensions:** Full screen

**Video File Type:** .avi; .mov; .mp4

**Third Party Serving:** ONE by AOL: Creative

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

**Submission Guidelines:**

- 10-15 business days lead time for creatives.
- Standard 320x50 must also be provided when running the Devil Full Page Flex (InContent) unit
- AOL U.S. Homepage requires secure tags only

**Key Creative Guidelines:** Required assets: Layered PSD files; JPG, GIF, PNG's

**Supported Countries:** CA  
UK  
US