

AOL Billboard

Description:

Please note these specs do not pertain to the AOL.com homepage. Refer to applicable [AOL Homepages](#) specs.

The Billboard ad is an oversized in-banner unit measuring 970x250 pixels. The ad unit has a persistent presence at the top of the page. The billboard is fully rich capable and can include :30 seconds of host-initiated full bleed video. The billboard may also expand.

Demo:

[Click here to view demo](#)

[Click here to view demo](#)

Spec Classification:

Multi-Screen
Rich Media

Spec Placement:

AOL O&O
Autoblog
Engadget
Huffington Post
Microsoft
Moviefone
One by AOL: Display
Style Me Pretty
TechCrunch

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 in banner

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: Expansion unit should contain one (1) pixel fixed borders

Z-Index Guidelines: [Click here for z-index range](#)

Tablet Experience: If built in HTML5, rich media will extend to tablet

Expanded Ad Dimensions: 970x650 or 970x500

Direction of Expansion: Down

Expand/Collapse Options: User click to expand only

Close Button Requirements: Mandatory close button in upper right corner of expanded unit

Video Play Options: Host or user-initiated video permitted

Host Initiated Video Max Length: :30 seconds

Required Controls: Play/Pause and Mute/Unmute button

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

Audio User Initiated or Auto-play: User initiated audio

Third Party Serving:

Billboard: AOL Rich Media, ONE by AOL: Creative, Doubleclick, Flashtalking, Flite, Interpolls, Mixpo (In-Banner Only), Predicta, Sizmek, Spongecell

Billboard with Full Bleed Video: One by AOL: Creative, Flashtalking

Third Party Tracking: Accepted

Submission Guidelines:

- 10 business days from receipt of assets
- All standard [Creative Guidelines](#) apply
- All [Technical Guidelines](#) apply
- Floating surveys/studies are not permitted to run on the same page as a Premium Format

Key Creative Guidelines:

- Please work with your AOL Sales Representative on business rules for running on Microsoft
- Host or user-initiation in banner
- Must visually resolve into 970x250 on user click
- As applicable, "replay" button for user-initiated interaction
- Please see [ONE by AOL: Display](#) section for additional specs

Supported Countries:

BR
CA
DE
ES
FR
JP
UK
US