

## Filmstrip

<b>Description:</b>	Enhanced creative story-telling capabilities within a single ad creative. Filmstrip utilizes the 300x600, and allows for a series of up to five unique 300x600 panels.
<b>Spec Classification:</b>	Multi-Screen Rich Media
<b>Spec Placement:</b>	Ad.com Network AOL O&O Autoblog Engadget Huffington Post MapQuest Microsoft Moviefone One by AOL: Display Style Me Pretty TechCrunch Skype
<b>Width:</b>	300
<b>Height:</b>	600
<b>File Type:</b>	HTML5
<b>Total File Size:</b>	500 KB
<b>Max Initial Load File Size:</b>	200 KB
<b>Host Initiated Sub-Load File Size:</b>	300 KB
<b>Max Animation Time:</b>	:15 seconds
<b>Max # of Loops:</b>	Multiple loops within :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](#)

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

**Max Video File Weight:** 200 KB

**Host Initiated Video File Size:** 100 KB - 1.1 MB additional file size allowed for host-initiated video

**User Initiated Video File Size:** Unlimited

**Host Initiated Video Max Length:** 15 seconds

**User Initiated Video Max Length:** Unlimited

**Required Controls:** Play/Pause and Mute/Unmute button

**Third Party Serving:** AOL Rich Media, DoubleClick, Flashtalking, Interpolls, ONE by AOL: Creative, Sizmek

**Third Party Tracking:** Accepted

**Submission Guidelines:**

- 15 business days from receipt of assets
- Floating surveys/studies are not permitted to run on the same page as a Premium Format

**Key Creative Guidelines:**

- Please see [Ad.com](#) section for rich media and standard non-rich specs
- Please see [ONE by AOL: Display](#) section for additional specs

**Supported Countries:**

BR  
CA  
DE  
ES  
FR  
JP  
UK  
US