

Halo

Description:	Scale consumer interactions with the Halo unit. The 300x600 application-based format allows brands to pack a lot of functionality into a standard ad unit size. Features 2 concurrent applications: 1 primary and 1 secondary.
Demo:	Click here to view demo
Spec Classification:	Multi-Screen Rich Media
Spec Placement:	Ad.com Network AOL O&O Autoblog Engadget Huffington Post MapQuest Moviefone One by AOL: Display Style Me Pretty TechCrunch
Width:	300
Height:	600
File Type:	HTML5
Total File Size:	500 KB
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB
User Initiated File Download File Size:	Unlimited

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: Built in HTML5, rich media will extend to tablet.

User Initiated Video File Size: Unlimited

Host Initiated Video Max Length: 1.1 MB additional file size allowed for host-initiated video

User Initiated Video Max Length: Unlimited

Third Party Serving: ONE by AOL: Creative

Third Party Tracking: Accepted

Submission Guidelines: Minimum 10 business days from receipt of assets

Key Creative Guidelines:

- Please work with your AOL Sales Representative to customize your Halo creative
- Please work with your AOL Sales Representative on business rules for running on Microsoft;
[Microsoft Halo specs](#)
- 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