

## AOL Homepage Host Initiated In-Banner Video with Click to Expand Video Player

<b>Description:</b>	Host initiated in banner video with a user click to expand to a full screen experience utilizing a semi-opaque background and 965x600 panel with full video controls.
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL Homepage Tier II (AOL)
<b>Width:</b>	300
<b>Height:</b>	250
<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 In-Banner
<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>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>

<b>Tablet Experience:</b>	Rich experience will extend to tablet
<b>Expanded Ad Dimensions:</b>	Full Screen semi-opaque experience with 965x600 expanded video panel
<b>Expand/Collapse Options:</b>	Expansion on user-click only. No expansion on mouseover or rollover.
<b>Close Button Requirements:</b>	Mandatory close button in upper right hand corner of expanded unit
<b>Max Video File Weight:</b>	Progressive download on user click - 2.4MB max
<b>Required Controls:</b>	Play/Pause/Stop/Mute/Unmute video-audio controls; Recommended: progress bar
<b>Video File Type:</b>	.mp4, .mov, .avi
<b>Third Party Serving:</b>	AOL Rich Media only. 3rd party serving not accepted on AOL Homepage.
<b>Third Party Tracking:</b>	Accepted; U.S. requires secure tags only
<b>Submission Guidelines:</b>	<ul style="list-style-type: none"><li>• 10-15 days from receipt of assets</li><li>• U.S. requires secure tags only</li></ul>