

## Lightbox Expand

<b>Description:</b>	<p>In-banner animaton that invites users to rollover a hotspot and expand the ad for an enhanced experience. User initiation launches a semi-opaque background surrounding an expanded ad panel that can include up to three different applications - video, photo gallery, map, quiz, etc. The Lightbox Expand unit begins as either a 300x250 or a 300x600 ad unit that expands to a 965x600.</p> <p><i>Note: Not available on ONE by AOL: Display</i></p>
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL O&O Huffington Post
<b>File Type:</b>	HTML5
<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>	Built in HTML5, rich media will extend to tablet.
<b>Expanded Ad Dimensions:</b>	Full Screen semi-opaque experience with a 965x600 hot spot

<b>Dimensions of “Hot” Area/% Hotspotting:</b>	The hotspot should be clearly identified and cannot exceed 33% of total ad space
<b>Close Button Requirements:</b>	Mandatory close button in upper right corner of expand creative
<b>Max Video File Weight:</b>	Progressive download on user click - 2.4MB max
<b>User Initiated Video Max Length:</b>	2 minutes
<b>Required Controls:</b>	Play/Pause and Mute/Unmute button
<b>Third Party Serving:</b>	Sizmek, Spongecell
<b>Third Party Tracking:</b>	Accepted
<b>Submission Guidelines:</b>	<ul style="list-style-type: none"> <li>• 10 business days from receipt of assets</li> <li>• All standard Creative Guidelines apply</li> <li>• All Technical Guidelines apply</li> </ul>
<b>Key Creative Guidelines:</b>	<ul style="list-style-type: none"> <li>• Semi-opaque background creative guidelines Background color - "#000000" (Black); Opacity % - 70 %</li> <li>• Ad will only expand on user interaction with the hotspot</li> <li>• The hotspot will launch a :03 second countdown notification that the ad is expanding</li> <li>• On expand, no background color manipulation</li> <li>• Background must remain semi-opaque with page content visible, no bleed through</li> <li>• The expanded experience must resolve back into the 300x250 or 300x600 upon user click to close</li> <li>• No continued animation upon resolve</li> <li>• "Replay" button required for user-initiated</li> </ul>