

Linear Expandable

Description:

The Linear Expandable unit delivers an immersive and interactive microsite experience for any pre / mid / post roll placement. An interactive banner displays over the advertiser's video putting the consumer in control of the ad experience. By interacting with the banner, the video is paused and an interactive overlay is displayed offering users the ability to explore a content-rich, interactive microsite experience containing a wide array of interactive features from photo and video galleries, YouTube videos, social feeds, store locators and much more. Advertisers have the option of delivering the interactive overlay experience via our elegantly designed modular layout or via a custom designed experience.

Custom overlay demo [here](#).

Available On:

- AOL ON (O&O Properties)
- AOL ON (Partner Publishers)
- ONE by AOL: Video Partner Publisher Inventory
- MSN

Demo:

[Click here to view demo](#)

Spec Classification:

In-Stream/Video

Spec Placement:

Microsoft
Other

File Type:

This format is compliant with IAB VAST / VPAID standards.

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](#)

Expanded Ad Dimensions:

960x540

Video File Type: Preferably highest quality video (16:9 ratio and 1080p) File Formats: MP4, MOV, or raw AVI format Note: FLV and other compressed video formats are accepted, but conversion process may result in quality degradation

Max Video File Weight: 2.5 MB

Third Party Serving: ONE by AOL: Creative

Third Party Tracking: Accepted (Impressions & Clicks)

Submission Guidelines:

Please provide the following sets of general assets:

- High-resolution Brand Logos & Imagery (Layered PSD, JPG, GIF, PNG, EPS, AI)
- High-resolution Video assets (.MP4, .MOV, or raw .AVI)
- If applicable, source .FLA and compiled .SWF
- All supporting fonts (TTF or OTF)
- All supporting copy including specific calls-to-action
- All supporting Click-thru URLs for landing pages, social media brand pages, or any destination links

Production Build:

- 7-10 business days w/ client approved assets

Mocks + Production Build:

- 15 business days