

Loft

Description:

Loft unit is AOL's response to advertiser's concerns with an always in-view element. This unit spawns out of a traditional leaderboard banner unit (728x90, 970x250).

When a user scrolls down the page, Loft will render from the top of the user's browser window. The design is minimal enough to not interfere with the consumers experience and ability to consume content but large enough to send a powerful brand message. Loft offers user click-to-expand to find "App" like functionality including video, photo galleries, mapping, etc. The unit is powered by ONE by AOL: Creative. Loft is exclusive with AOL!

Note: Not available on ONE by AOL: Display.

Demo:

[Click here to view demo](#)

Spec Classification:

Multi-Screen
Rich Media

Spec Placement:

AOL O&O
Autoblog
Engadget
Huffington Post
Microsoft
Moviefone
MSN Homepage
Style Me Pretty
TechCrunch

File Type:

HTML5

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:

Creatives without border must have high contrast background color that doesn't mimic the background color of the page or app; Expansion unit should contain one (1) pixel fixed borders

Z-Index Guidelines: [Click here for z-index range](#)

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

Expanded Ad Dimensions: 970x250 - User-initiation only

Direction of Expansion: Down

Expand/Collapse Options: Expansion on user click only - no expansion on mouseover or rollover

Close Button Requirements: Mandatory click to collapse button in lower right corner of expanded unit to visually resolve back into 970x45 on user click

Required Controls: Play/Pause and Mute/Unmute button

Third Party Serving:
ONE by AOL: Creative
AdMotion

Third Party Tracking: Accepted

Frequency Cap: No frequency cap on Loft exposures

Submission Guidelines:

- 20 business days lead time for creatives
- Targeting: Please contact your AOL Sales Lead to confirm available targeting
- Reporting: Views & Click Throughs may be provided by AOL when applicable. Full rich media reporting available from ONE by AOL: Creative
- All standard Creative Guidelines apply
- All Technical Guidelines apply
- Floating surveys/studies are not permitted to run on the same page as a Premium Format

Key Creative Guidelines: Host or user-initiation in banner

Supported Countries: CA
DE
ES
FR

UK
US