

**AOL Mail Sign In Page: Tier II [User Initiated RM]**

<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL Mail
<b>Width:</b>	1 200
<b>Height:</b>	800
<b>File Type:</b>	.mp4, .mov, .avi 587x399 (HD) or 400x300 (SD) AOL Pre-Roll (no companion banner)
<b>Max Initial Load File Size:</b>	200 KB
<b>Host Initiated Sub-Load File Size:</b>	300 KB
<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>Max Video File Weight:</b>	Progressive download 2.4MB
<b>Third Party Serving:</b>	<ul style="list-style-type: none"><li>• AOL Rich Media</li><li>• ONE Creative</li><li>• AdMotion</li></ul>
<b>Third Party Tracking:</b>	Accepted via HTTPS connection only; For research tracking availability, consult your AOL sales rep

**Frequency Cap:**

No frequency cap

**Submission Guidelines:**

- 10 business days; Prior review/approval required by AOL Mail
- Branding: provide general guidelines on look/feel
- Messaging/Copy: include approved tagline, text, messaging
- Vector Logo: provide authorized advertiser branding, logos, graphics
- High-Res Photos/Images: Must be actual display size but larger images preferred
- Preferred File Format: PSD, TIF, BMP, PNG, JPG, GIF
- Fonts: Must be submitted in Mac or Windows/PC compatible format
- Roadblock/guaranteed basis AOL has the right to delete any assets after 90 days from the end date of the advertiser's last campaign.

**Key Creative Guidelines:**

- Video player and creative elements cannot be placed behind, above, below, or to the right of the login box; must be within 760 pixels from the left-hand side of the image
- Safe zone: 750x650
- User Initiated Single Video
- User Initiated Video Carousel (6 videos max)
- User Initiated Rich Media Enhancements include: Multiple click through URLs (5 max); entry fields, polls, quizzes, games, roll over messaging, etc.
- Social Interaction Links (Twitter, Facebook, LinkedIn, Pinterest)
- Creative elements should not be designed under or around the sign-in module. The sign-in module is in a fixed placement and cannot be altered
- Secure creative tags only