

Mail Sign In Page: TIER III [Host Initiated RM]

Description:	Mail Sign In Tier III offers host initiated rich media or video. May include a host full screen video or multiple content panels.
Spec Classification:	Rich Media
Spec Placement:	AOL Mail
Width:	1 200
Height:	800
File Type:	HTML5
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB
Max Animation Time:	:10 seconds
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
Video File Type:	.mp4, .mov, .avi; 587x399 (HD) or 400x300 (SD) AOL Pre-Roll (no companion banner)
Max Video File Weight:	progressive download: 2.4MB
Third Party Serving:	<ul style="list-style-type: none">• AOL Rich Media• ONE Creative• AdMotion

Third Party Tracking: Accepted via HTTPS connection only; For research tracking availability, consult your AOL sales rep

Frequency Cap: 1 per user per 24 hour period

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:

- Host Initiated Animation
- 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
- Host Initiated Video/Video Carousel (6 videos max)
- Host 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