

Mail Sign In Page: TIER I [Static]

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| Demo: | Click here to view demo |
| Spec Classification: | Banner |
| Spec Placement: | AOL Mail |
| Width: | 1 200 |
| Height: | 800 |
| File Type: | JPG or GIF |
| Max Initial Load File Size: | 200KB |
| Host Initiated Sub-Load File Size: | Not allowed for this unit |
| Max Animation Time: | Not applicable; Image only |
| 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 |
| 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: | No frequency cap |

Submission Guidelines:

- 10 business days;
- Prior review/approval required by AOL Mail;
- AOL has the right to delete any assets after 90 days from the end date of the advertiser's last campaign.
- Secure creative tags only

Key Creative Guidelines:

- Best for creative to be optimized for 1024x768 screen resolution;
- Creative must NOT solicit users to enroll for product or service.
- 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
- Creative is limited to one click through tag
- 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
- Fonts: Must be submitted in Mac or Windows/PC compatible format
- 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.