

## MapQuest Mobile Web Expandable

<b>Description:</b>	320x50 banner with tap-to-expand functionality allowing more space for rich capable content. Expanded panel collapses 8 seconds after last user interaction or upon user close.
<b>Spec Classification:</b>	Mobile
<b>Spec Placement:</b>	AOL O&O MapQuest
<b>Width:</b>	320
<b>Height:</b>	50
<b>File Type:</b>	HTML5
<b>Total File Size:</b>	250K (includes initial, polite and support)
<b>Max Animation Time:</b>	:15 seconds
<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>1x1 Black Border Required:</b>	Creatives without borders must have high contrast background color that does not mimic the background color of the page or app
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Expanded Ad Dimensions:</b>	Full screen
<b>Direction of Expansion:</b>	Expansion direction must be detected by serving vendor

**Close Button Requirements:** Mandatory close button in upper right corner of expanded panel

**Video File Type:** .avi; .mov; .mp4

**Third Party Serving:** Celtra, Medialets, Sizmek

**Third Party Tracking:** Accepted

**Submission Guidelines:** 10-15 business days lead time for creatives

**Key Creative Guidelines:**

- Required assets: Layered PSD files; JPG, GIF, PNGs
- MapQuest requires SSL ad serving
  - Both ads and tracking tags must be SSL compliant
  - Ads that are not SSL compliant will not be accepted
  - All 3rd party content must serve SSL (https) compliant ads