

## MapQuest Takeover

<b>Description:</b>	Mapquest Takeover may be either an Expandable or Floating creative.
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL O&O MapQuest
<b>Width:</b>	300
<b>Height:</b>	250
<b>File Type:</b>	HTML5
<b>Max Initial Load File Size:</b>	200KB
<b>Host Initiated Sub-Load File Size:</b>	300KB
<b>Max Animation Time:</b>	:15 seconds in-banner
<b>Floating guidelines:</b>	<ul style="list-style-type: none"><li>• Max floating fly zone is in the designated 300x600 area to right of 300x250</li><li>• Creative must visually resolve into the 300x250 ad unit</li><li>• Float creative must be organic in shape; not square or rectangle</li><li>• Must have functioning close button in top right</li></ul>
<b>Floating Host Max Animation Duration:</b>	:05 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>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Tablet Experience:</b>	Back up banner only
<b>Expanded Ad Dimensions:</b>	600x250
<b>Direction of Expansion:</b>	300x250 expansion MUST expand right
<b>Dimensions of "Hot" Area/% Hotspotting:</b>	Max expansion hotspots not to exceed 33% of overall creative area
<b>Expand/Collapse Options:</b>	Method of expansion and "retraction" must be the same
<b>Close Button Requirements:</b>	Mandatory close button in upper right corner of expand creative
<b>Third Party Serving:</b>	AOL Rich Media; Doubleclick; Sizmek
<b>Third Party Tracking:</b>	Accepted
<b>Frequency Cap:</b>	1:24 per user for floating
<b>Submission Guidelines:</b>	<ul style="list-style-type: none"> <li>• 10 business days from receipt of assets</li> <li>• All standard Creative Guidelines apply</li> <li>• All Technical Guidelines apply</li> </ul>
<b>Key Creative Guidelines:</b>	<ul style="list-style-type: none"> <li>• Rich media may not cover any graphic or text elements on the page</li> <li>• MapQuest requires SSL ad serving: <ul style="list-style-type: none"> <li>◦ Both ads and tracking tags must be SSL compliant</li> <li>◦ Ads that are not SSL compliant will not be accepted</li> <li>◦ All 3rd party content must serve SSL (https) compliant ads</li> </ul> </li> </ul>