

Moviefone Main Event

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| Description: | The Main Event offers a HOST full screen immersive overlay that allows the user to engage without distraction, resolving into a leave behind 970x66 sliver ad banner. It's AOL's twist on interstitials that deliver a full screen experience and they typically disappear. |
| Spec Classification: | Rich Media |
| Spec Placement: | Moviefone |
| Width: | 970 |
| Height: | 66 |
| File Type: | HTML5 |
| Max Initial Load File Size: | 200 KB |
| Host Initiated Sub-Load File Size: | 300 KB |
| Max Animation Time: | 10 seconds on host, 15 seconds in banner on subsequent views |
| Floating Host Max Animation Duration: | :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 |
| Expanded Ad Dimensions: | Expanded full screen overlay with screen detection that can include video or flash animation. Video player size: 900x500 Background image size: 1500x1000 Total Expand panel* size: 2000x1200 |

Expand/Collapse Options: Expansion on user click only - no expansion on mouseover or rollover

Close Button Requirements: Mandatory close button in upper right corner of expand creative

Required Controls: Play/Pause and Mute/Unmute button

Video File Type: .mp4, .mov, .avi

Max Video File Weight: Progressive download on user click - 2.4MB max

Third Party Serving: AOL Rich Media, DoubleClick, Sizmek

Third Party Tracking: Accepted

Frequency Cap: Host overlay is 1 per user per 24 hours

Submission Guidelines:

- 10 business days from receipt of assets.
- All standard Creative Guidelines apply.
- All Technical guidelines apply.
- Floating surveys/studies are not permitted to run on the same page as this premium format.

Key Creative Guidelines:

- Keep key messaging/creative within the top 700 pixels
- On video or animation close/end, unit will resolve back to the 970x66 banner
- No continued animation upon resolve
- "Replay" or other "Click to action" button required for user-initiated experience