

Portrait

Description:	The Portrait ad is move in ready! Fill 300x1050 pixels of prime real estate with your most engaging and impactful content - images, video, etc. Previously called "Devil."
Demo:	Click here to view demo
Spec Classification:	Multi-Screen Rich Media
Spec Placement:	AOL O&O Autoblog Engadget Huffington Post Makers MapQuest Microsoft Moviefone One by AOL: Display Style Me Pretty TechCrunch
Width:	300
Height:	1 050
File Type:	HTML5
Total File Size:	550 KB
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	350 KB
User Initiated File Download File Size:	Unlimited

Max Animation Time:	:15 seconds in banner
Max # of Loops:	Multiple loops allowed within 15 sec max
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).
1x1 Black Border Required:	Expansion unit should contain one (1) pixel fixed borders
Z-Index Guidelines:	Click here for z-index range
Tablet Experience:	If built in HTML5, rich media will extend to tablet.
Expanded Ad Dimensions:	580x460
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 expanded unit
Video Play Options:	Host initiated in banner video permitted (no host audio)
Max Video File Weight:	Progressive Download Max: 2.4MB
Required Controls:	Play/Pause and Mute/Unmute button
Third Party Serving:	AOL Rich Media; Doubleclick; Flashtalking; Sizmek; Weborama
Third Party Tracking:	Accepted
Submission Guidelines:	<ul style="list-style-type: none"> • 15 business days from receipt of assets • Floating surveys/studies are not permitted to run on the same page as a Premium Format • All standard Creative Guidelines apply • All Technical Guidelines apply

Key Creative Guidelines:

- Please work with your AOL Sales Representative on business rules for running on Microsoft
- Gallery scroll on user-click
- Must visually resolve into 300x1050 on user click
- As applicable, "replay" button for user-initiated interaction
- Please see [ONE by AOL: Display](#) section for additional specs

Supported Countries:

CA
DE
ES
FR
UK
US