

Pushdown

Description:	The Pushdown provides advertisers with the opportunity to own a unique above-the-fold, host-initiated execution. The Pushdown unit begins as a 970x90 banner that auto expands to a 970x418. The difference between a Pushdown and a traditional expandable is that the content itself is displaced, not overlaid, so does not interfere with page content the user will access.
Demo:	Click here to view demo
Spec Classification:	Multi-Screen Rich Media
Spec Placement:	AOL O&O Autoblog Engadget Huffington Post Moviefone One by AOL: Display Style Me Pretty TechCrunch
Width:	970
Height:	90
File Type:	HTML5
Total File Size:	500 KB
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB
User Initiated File Download File Size:	Unlimited

Max Animation Time: :15 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](#)

Tablet Experience: If built in HTML5, rich media will extend to tablet.

Expanded Ad Dimensions: 970x418

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

Third Party Serving: AOL Rich Media; Doubleclick; Flashtalking; Interpolls; ONE by AOL: Creative; Sizmek

Third Party Tracking: Accepted

Frequency Cap: Host push 1:24 per user

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 a Premium Format

Key Creative Guidelines:

- Creative must visually resolve into the 970x90 upon close
- Please see [ONE by AOL: Display](#) section for additional specs

Supported Countries: CA
DE
ES
FR
UK

