

AOL Homepage Pushdown + 300x250 Banner

Description:	The Pushdown provides advertisers with the opportunity to own a unique above-the-fold, host-initiated execution. The Pushdown expands down and displaces content for a brief period upon page load. The difference between a Pushdown and a traditional expandable is that the content itself is displaced, not overlaid, with the advertising unit. The Pushdown unit is 970x66 on AOL.com. Both units have a host-initiated expand on first impression, with each subsequent impression expandable on user click. The pushdown is sold in combination with a 300x250 banner.
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Tier III (AOL)
File Type:	HTML5
Max Initial Load File Size:	200KB
Host Initiated Sub-Load File Size:	300KB
Max Animation Time:	7 seconds; 15 seconds in-banner
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:	Yes (should not blend in with page)
Z-Index Guidelines:	Click here for z-index range
Expanded Ad	970x418

Dimensions:**Direction of Expansion:** Down**Expand/Collapse Options:** Expansion on host or user-click only. No expansion on mouseover or rollover.**Close Button Requirements:** Mandatory close button upper right corner of expand creative**Video File Type:** .mp4, .mov, .avi**Third Party Serving:** AOL Rich Media only. 3rd party serving not accepted on AOL Homepage.**Third Party Tracking:** Yes; U.S. requires secure tags only**Frequency Cap:** 1 per user per 24 hour period**Submission Guidelines:**

- 15 days from receipt of assets
- U.S. requires secure tags only

Key Creative Guidelines:

Creative must visually resolve into the 970x66 / 770x66 upon close.
All standard Creative Guidelines apply.
All Technical Guidelines apply.