

**AOL Homepage Pushdown + 300x600 Banner**

<b>Description:</b>	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 970 66 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 300x600 banner.
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	AOL Homepage Tier IV (AOL)
<b>File Type:</b>	HTML5
<b>Max Initial Load File Size:</b>	200 KB
<b>Host Initiated Sub-Load File Size:</b>	300 KB
<b>Max Animation Time:</b>	7 seconds; 15 seconds in-banner
<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>1x1 Black Border Required:</b>	Yes (should not blend in with page)
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Expanded Ad Dimensions:</b>	AOL.com - 970x418; AOL Client - 770x418

**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. - 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.