

AOL Homepage Responsive Header

Description:	Think big! The AOL Responsive Header utilizes the maximum header space available on the page based on the size of the screen across desktop and tablet. The fluidity of the design of the unit allows for creative flexibility. "Close Ad" and "Show Ad" calls-to-action allow the user to collapse the ad to a smaller branded experience and reopen it later, similar to the Billboard.
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Tier IV (AOL)
File Type:	HTML5
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	1 MB
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:	Rich Media will extend to tablet
Required Controls:	Play/Pause/Stop/Mute/Unmute video-audio controls; Recommended: progress bar
Video File Type:	.mp4, .mov, .avi

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

Third Party Serving: AOL Rich Media; ONE by AOL: Creative. 3rd party serving not accepted on AOL Homepage.

Third Party Tracking: Accepted; U.S. requires secure tags only

Submission Guidelines:

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

Supported Countries: CA
US