

Wallpaper

Description:	Also known as a Skin. Available in the UK only.
Spec Classification:	Rich Media
Spec Placement:	AOL Homepage Huffington Post
File Type:	HTML5
Total File Size:	150 KB
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
Third Party Serving:	No 3rd party serving
Third Party Tracking:	Accepted
Submission Guidelines:	Standard - 10 business days prior to launch
Key Creative Guidelines:	<ul style="list-style-type: none">• Width - 2000px• Height - Min = 1000px, Max = 2770px• It is possible to have a background colour on the page so consider fading out the wallpaper into a solid colour• When designing the wallpaper image, please consider content outside of the safe zones may not be visible for a majority of users (140px either side of the content being the 'safe zone').• Any important logos or text should be placed in the safe zones. Please consider other ad placements that will be in place alongside the wallpaper (i.e.

Leaderboard/ MPU) and the amount of logo's/ call to action's in place.

Supported Countries: UK

Additional docs:  [template_wallpaper_master.pdf](#)