

Advertising.com Tablet Web Filmstrip

Description:	For tablet sites utilizing desktop inventory. Like the desktop Filmstrip, this format is a 300x600 scrolling, multi-panel ad experience. This version is built in HTML5 allowing for the same rich experience on tablet devices. Unit can include up to 4 panels.
Spec Classification:	Tablet
Spec Placement:	Ad.com Network One by AOL: Display
Width:	300
Height:	600
Total File Size:	200K (includes initial, polite and support)
Max Animation Time:	15 seconds
Video File Type:	.avi; .mov; .mp4
Submission Guidelines:	<ul style="list-style-type: none">• 10-15 business days lead time for creatives
Key Creative Guidelines:	<ul style="list-style-type: none">• Required Assets: GIF/JPG's/PNG's;• Layered PSD files required if design from the group needed;• Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the page.• Please see ONE by AOL: Display section for additional specs