


AOL App & Tablet Web Standard Banner for Kindle Fire

Description:	600x100 banner
Mock:	 A promotional banner for the AOL app on Kindle Fire. The background is a dark red curtain. On the left, the word 'moviefone' is written in a white, lowercase, sans-serif font. To the right of the text is a small image of a Kindle Fire tablet displaying the AOL app interface. Further right, the text 'Now Showing on Kindle Fire' is written in a white, serif font. At the bottom right, there is a dark grey button with the text 'Free Download' and a white download icon.
Spec Classification:	Tablet
Spec Placement:	One by AOL: Display Anywhere/NA
Width:	600
Height:	100
File Type:	JPG, GIF, PNG
Total File Size:	30K
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
Third Party Serving:	Yes, Approved 3rd parties
Third Party Tracking:	Accepted

Submission Guidelines:

2 business days prior to launch