

Microsoft Mobile and Windows In-App Rich Media

Description:

Mobile and PC App rich media ads. Also known as Ads in Apps or AiA.

Supported art sizes:

- Mobile Apps:
 - In-Banner
 - MSN: 320x50, 300x250
 - Skype: 320x50
 - 3P: 300x50, 480x80
 - Expandable
 - MSN: 320x50 --> Full Screen (min 320x480)
 - Skype: 320x50 --> Full Screen (min 320x480)
 - 3P: 300x50 --> Full Screen (min 300x250), 480x80 --> Full Screen (min 480x480)
- PC Apps:
 - In-Banner
 - MSN: 300x250, 300x600, 728x90
 - Skype: 300x250, 300x600
 - 3P: 160x600, 250x250, 250x510, 728x90
 - Expandable
 - MSN: 300x250 --> 1366x768
 - MSN: 300x600 --> 1366x768
 - Skype: 300x250 --> 1366x768
 - Skype: 300x600 --> 1366x768
 - 3P: 160x600 --> 1366x768, 250x250 --> 1366x768, 250x510 --> 1366x768, 728x90 --> 1366x768

Supported properties:

- MSN Apps
- Windows Apps
- Skype

3rd Party Rich Media Ad Behaviors and Features Accepted:

- In-Banner
 - Click to Web / App
 - Click to Full-Screen
 - Dynamic
 - Other MRAID 1.0 features generally supported, exceptions may apply.
- Expandable
 - Click to Web / App
 - Audio
 - Video
 - Dynamic

- Other MRAID 1.0 features generally supported, exceptions may apply.
- Interstitial
 - Not accepted at this time

Mock:



Spec Classification: Banner
Mobile
Rich Media

Spec Placement: Microsoft
Skype

File Type: HTML5

Max Initial Load File Size: 35KB

Max Animation Time: :30 seconds

Backup Image Submission Guidelines: Back up image is required for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript). Recommended file size 35K.

Max Video File Weight: 2.2 MB for progressive

User Initiated Video Max Length: :30 seconds

Third Party Serving:**MOBILE**

- **Mobile In-Banner:** Adform, Admotion, Atlas, DoubleClick, Flashtalking, Medialets, ONE Creative, Sizmek*, SmartAd Server, Weborama
- **Mobile Expandable:** Adform, Celtra, Flashtalking, Sizmek, Weborama
- **Mobile Expandable - Skype Only:** DoubleClick, Medialets

PC

- **Windows In-Banner:** Adform, Admotion, Celtra, DoubleClick, Flashtalking, Sizmek*, Weborama
- **Windows Expandable:** Adform, Celtra, DoubleClick, Flashtalking, Sizmek, Weborama

*Sizmek: includes in-banner video

Third Party Tracking:

Accepted

Submission Guidelines:

- 10-15 business days from receipt of assets.
- Adhere to [Creative Acceptance Policy](#)

Data Collection:

- Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).
- Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Microsoft sites.
- Advertisers wishing to collect personal information within advertisements (according to specifications above) must follow these guidelines:
 - Clearly identify the organization
 - Provide link to privacy policy
 - Identify purpose for collection information

Key Creative Guidelines:

- Click destination URL must open in a new browser
- For Mobile App, landing pages must be mobile optimized

Audio

- Audio allowed in Expand panel only, not within In-Banner unit
- Audio on/off toggle button must be present at all times when sound is available
- All ad audio must be muted or paused on click-through

SSL

- MSN requires SSL ad serving
- Both ads and tracking tags must be SSL compliant
- Ads that are not SSL compliant will not be accepted

- All 3rd party content must serve SSL (https) compliant ads

Supported Countries: BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:  [Brasil-Portuguese-AOL Advertising - Microsoft Mobile and Windows In-App Rich Media - 2016-02-08.pdf](#)