

## Microsoft Billboard

**Description:**

Billboard and Billboard with expand

On page load, max 30 seconds of animation commences within the 970x250 Billboard. Both formats allow the user to collapse to a 970x66 or remain open @ 970x250. If serving on the homepage the unit MUST collapse to a 970x66.

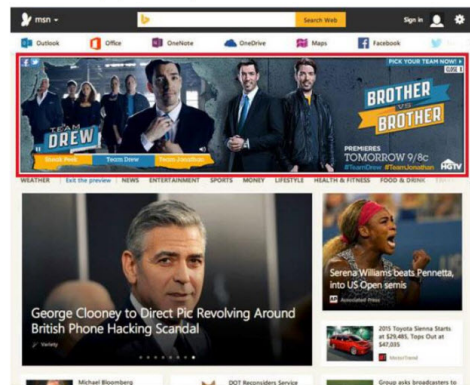
Unique to the Billboard Expand, the unit can be expanded down over the page by clicking, swiping, or dragging designated areas inside the Billboard to a size of 970x600. Closing the expanded panel returns to the Billboard.

Supported properties:

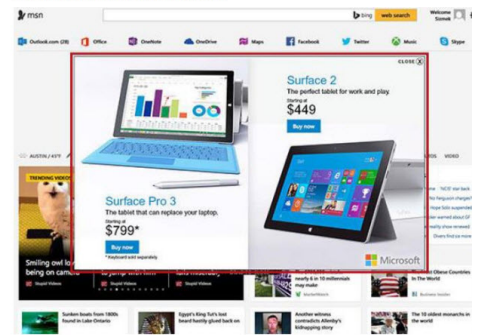
- MSN Homepage
  - Tier III
- MSN Verticals

**Mock:**

IAB Billboard Example (3-column view)



Billboard Expand Example (4-column view)



**Spec Classification:**

Rich Media

**Spec Placement:**

Microsoft  
MSN Homepage  
Tier III (MSN)

**Width:**

970

**Height:**

250

**File Type:**

HTML5 preferred

Back up image: GIF, JPG 970x70

**Total File Size:** 200KB

**User Initiated File  
Download File Size:** 2.2MB

**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 40K.

**1x1 Black Border Required:** Ad creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used).

**Tablet Experience:** If built in HTML5, rich media will extend to tablet

**Expanded Ad  
Dimensions:** 970x600

**Expand/Collapse Options:** Can collapse on the 970x66 or remain full 970x250. MUST collapse to a 970x66 if running on the homepage.

**Max Video File Weight:** Host initiated / User initiated: 2.2MB file weight for progressive

**Required Controls:** Play/Pause and Mute/Unmute button

**Third Party Serving:**

**US Market:** 3rd party serving not accepted on MSN Homepage; vendors listed below accepted on Vertical and Article pages

**Other Markets:** 3rd party serving accepted for Doubleclick; Flashtalking; Flite; Interpolls; Mixpo; ONE by AOL: Creative; Sizmek; AOL Rich Media; Predicta, Adform

**Third Party Tracking:** Accepted

**Submission Guidelines:**

- 10 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:**

- In 3-column view and 4-column view (full screen), the Billboard appears in full by default. In 2-column view, the Billboard will appear clipped on the right by 342 pixels. Upon browser page scroll, the user will be able to see the full ad and interact. The Advertiser must ensure that the creative design elements such as Advertiser branding, logos, and CTAs are not positioned in the right 342 pixels, if desired.
- A standard 88x31 pixel IAB Leave-behind “Show Ad” icon is required in the language the ad will be served when the ad is hidden. The width of the Leave-behind may be slightly larger to accommodate the language characters used.

#### **Audio**

- 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-AOLAdvertising-MicrosoftBillboard - 2016-12-13.pdf](#)