

Microsoft Responsive Header

Description:

The MSN Responsive Header* Ad takes advantage of the responsive design of MSN. An Advertiser can choose to display a single creative across all three page widths (2-, 3-, 4-column views), or can customize the creative for each of the page widths. The creative can re-animate on page resize, if desired. The user can collapse the ad to a smaller branded experience and then reopen it later, similar to the Billboard.

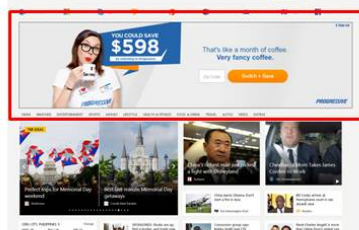
Supported properties:

- MSN Homepage
 - Tier IV
- MSN Verticals

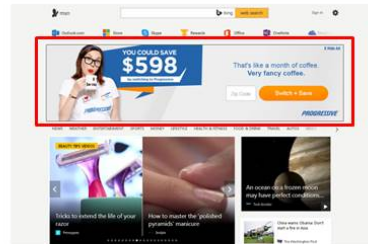
**Formerly known as Custom Header*

Mock:

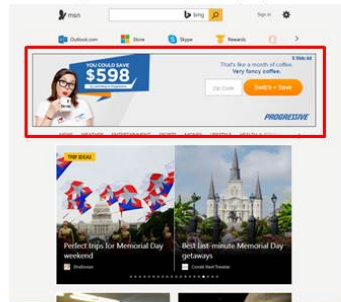
MSN Responsive Header Example (4-column view)



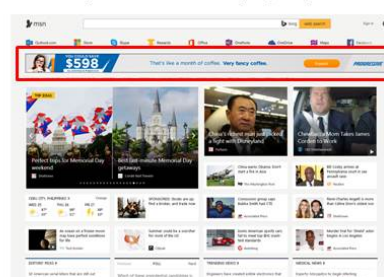
MSN Responsive Header Example (3-column view)



MSN Responsive Header Example (2-column view)



MSN Responsive Header Example (Collapsed ad view)



Demo:

[Click here to view demo](#)

Spec Classification:

Rich Media

Spec Placement:

Microsoft
MSN Homepage
Tier IV (MSN)

File Type: HTML5 preferred
Back up image: GIF, JPG 768x250

Total File Size: 300 KB

**User Initiated File
Download File Size:** 3MB

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: Initial size 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

Close Button Requirements: An 'X Hide Ad' button is required in the language the ad will be served in the upper right corner.

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: AOL Rich Media. ONE by AOL: Creative. 3rd party serving not accepted on MSN Homepage; vendors listed below accepted on Vertical and Article pages
Other Markets: 3rd party serving accepted for Adform; Admotion; Flashtalking; Sizmek; Weborama; ONE by AOL: Creative

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:

- Responsive design:
 - 4-column ad dimension: 1272x328 Initial Size
 - 3-column ad dimension: 970x250 Initial Size
 - 2-column ad dimension: 628x162 Initial Size
 - Back up image size: 768x250
- For different creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 2-, 3-, and 4-column view sizes.
- For the same creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 4-column view sizes only. It is up to the Advertiser to ensure that the creative design elements, such as text, are of sufficient size when scaled to fit a smaller ad dimension.
- A standard 88x31 pixel IAB Leave-behind “Show Ad” icon OR a full width x 66 branded banner is required. The width of the standard 88x31 leave-behind may be slightly larger to accommodate the language characters used.
- Click destination URL must open in a new browser.

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-AOL Advertising - Microsoft Responsive Header - 2016-02-08.pdf](#)