

Microsoft Expanding

Description:

The Expanding ad consists of a standard base unit that expands to a larger panel with more real-estate to showcase video and interactive content for user engagement.

Available art sizes with expansion:

- 728x90 expands to 728x315
- 300x250 expands to 500x300
- 300x600 expands to 600x600

Supported properties:

- MSN Homepage
 - Tier II, 300x250 - Click to Expand
 - Tier III, 300x600 - Click to Expand
- MSN Verticals

Spec Classification: Rich Media

Spec Placement: Microsoft
MSN Homepage
Tier II (MSN)
Tier III (MSN)

File Type: HTML5 preferred

Back up image: GIF, JPG 728x90, 300x250, 300x600

Max Initial Load File Size: 200 KB

Host Initiated Sub-Load File Size: 300 KB

User Initiated File Download File Size: 1.5MB

Max Animation Time: :15 seconds

Backup Image Submission Back up image is required for instances when the user's browser does not support

Guidelines:	creative functionality (e.g. Flash, HTML5, JavaScript). Recommended file size 60K.
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
Expanded Ad Dimensions:	500x300, 600x600 or 728x315
Direction of Expansion:	500x300 (down and left); 600x600 (down and left); 728x315 (down)
Dimensions of "Hot" Area/% Hotspotting:	Microsoft does not require a limited hotspot dimension
Expand/Collapse Options:	See key creative guidelines
Close Button Requirements:	Mandatory close button upper right corner of expand creative
Required Controls:	Play/Pause and Mute/Unmute button
Max Video File Weight:	Host initiated / User initiated: 2.2MB file weight for progressive
Third Party Serving:	<p>US Market: 3rd party serving not accepted on MSN Homepage; vendors listed below accepted on Vertical and Article pages</p> <p>Other Markets: 3rd party serving accepted for Adform, Adgear, Admotion, Commune, Doubleclick, Eyeturn, Flashtalking, Flite, Interpolls, ONE by AOL: Creative, Predicta, Sizmek, AOL Rich Media, Spongecell, Weborama</p> <p>**Sizmek and ONE Creative are the only vendors approved for the 300x250 and 300x600 Click to Expand</p>
Third Party Tracking:	Accepted
Submission Guidelines:	<ul style="list-style-type: none"> • 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:

Any 728x90 ad in 2-column view on MSN will be clipped by 100 pixels on the right side. It is up to the Advertiser to ensure that the creative design elements such as Advertiser branding, logos, and CTAs are not positioned in the right 100 pixels if desired. In 3-column view and 4-column view (full screen), the 728x90 ad appears in full.

Click to Expand

For user-initiated expand:

- Microsoft Run of Network and/or MSN RON: Ads must Click to Expand and Click to Close
- MSN: Ads may either Click to Expand and Click to Close or Rollover to Expand and Roll off to Close

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

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

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:

 [Brasil-Portuguese-AOL Advertising - Microsoft Expanding - 2016-02-15.pdf](#)