

Microsoft Filmstrip

Description:

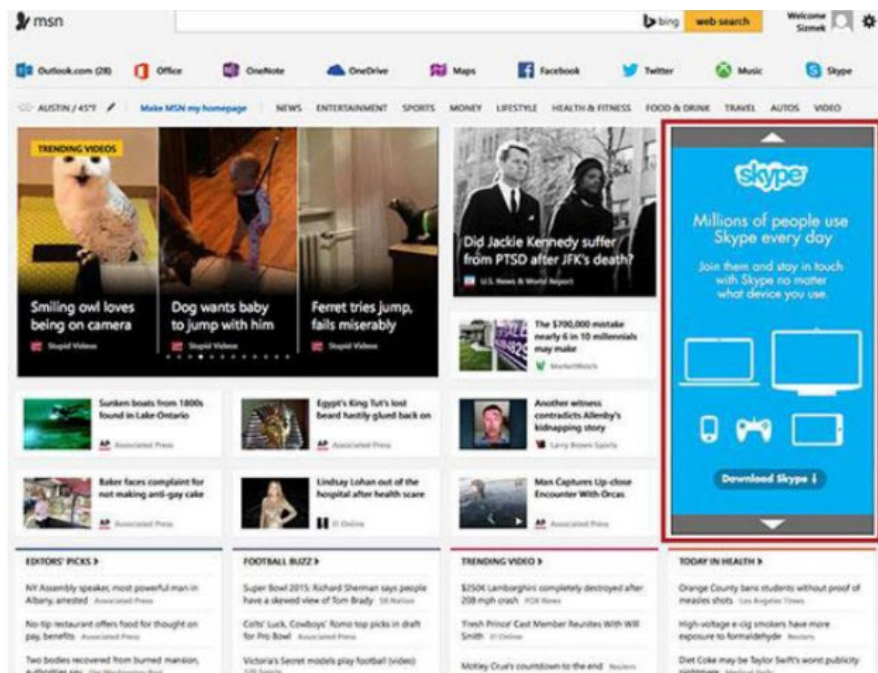
The IAB Filmstrip Ad allows for creative story-telling through a series of three to five 300x600 panels. The first panel is loaded on initial visit. On page load, max 15 seconds of animation commences within the 300x600. The user can move between the panels in the following ways:

- Direct Interaction (On Click) - There are predefined areas at the top and bottom of the panels that allow the user to click to move to the next panel. It is recommended that there be a clear call to action message to the user in these spaces.
- Scroll (On Mouse or Browser Scroll) - As the user scrolls down the web page the IAB Filmstrip will automatically move to the next panel of the creative if they have not interacted with it previously. To ensure a clean understandable user interaction, the IAB Filmstrip only scrolls one panel per page.
- Sequencing (Repeat Visits) - Any return visits to the site will auto scroll the IAB Filmstrip to the next sequential frame.

Supported Properties:

- MSN Homepage
 - Tier III
- MSN Verticals

Mock:



Spec Classification:

Rich Media

Spec Placement:	Microsoft MSN Homepage Tier III (MSN)
Width:	300
Height:	600
File Type:	HTML5 preferred Back up image: GIF, JPG 300x600
Total File Size:	200KB
User Initiated File Download File Size:	1.5MB
Max Animation Time:	:15 seconds on page load for each Filmstrip panel
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
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 Adform; Admotion; Doubleclick; Flashtalking; Sizmek; Weborama
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:

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 ad.

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:

[Brasil-Portuguese-AOL Advertising - Microsoft Filmstrip - 2016-02-08.pdf](#)