

Microsoft Flip

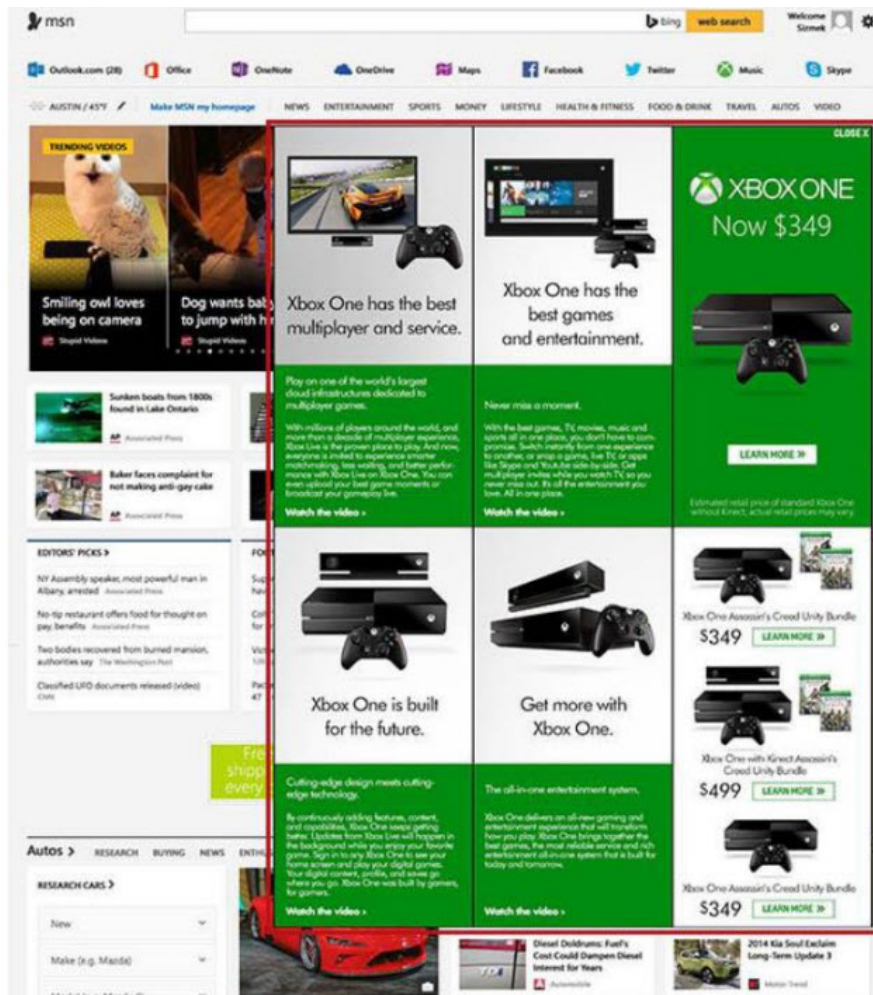
Description:

On page load, max 15 seconds of animation commences within the 300x600 Flip unit. On user click, the expand panel unfolds like a map revealing up to six 300x600 sub-content panels. It can be configured with two, three, four or six panels in a rectangular shape. The panels can include separate sub-loaded content if desired. The user can engage with the content in the expanded area (including video) until the user chooses to close the panel.

Supported properties:

- MSN Homepage
- MSN Verticals

Mock:



Demo:

[Click here to view demo](#)

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
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:	900x1200 (max six 300x600 sub-content panels)
Close Button Requirements:	Expanded ad unit must include a close button marked with "Close X" 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: 3rd party serving not accepted on MSN Homepage; vendors listed below accepted on Vertical and Article pages

Other Markets: 3rd party serving accepted for Admotion, 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 ads

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:

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