

Microsoft In-Banner

Description:

The In-Banner ad enables advertisers to reach audiences with unrivaled interactivity and engagement. These ad units can offer the full range of creative executions - from eye-popping animation, to video, dynamic data, interactive games, and more.

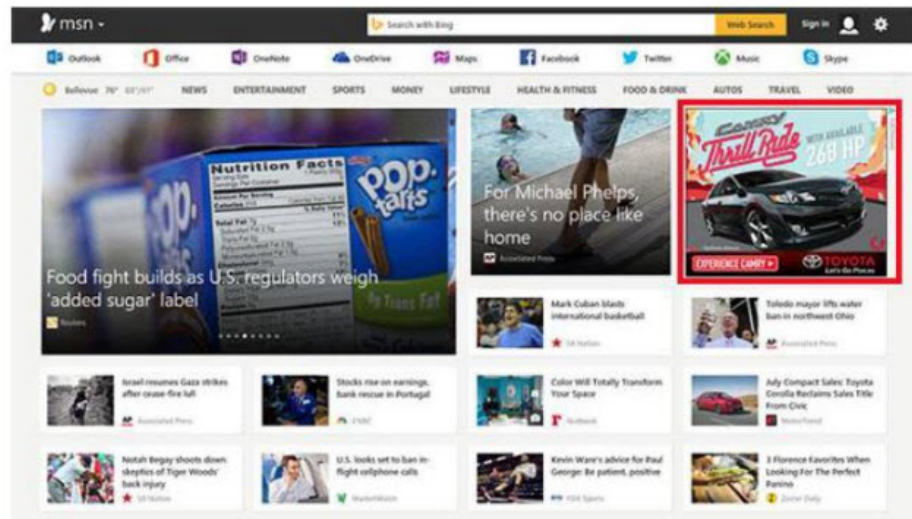
Available art sizes:

- 300x250
- 728x90
- 300x600
- 160x600 (Outlook only)

Supported properties:

- MSN Homepage
 - Tier II, 300x250 - In-Banner Video
 - Tier III, 300x600 - In-Banner Video
- MSN Verticals (300x250, 728x90, 300x600)
- Outlook (160x600)

Mock:



Spec Classification: Rich Media

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

File Type:	HTML5 preferred Back up image: GIF, JPG 300x250, 300x600, 728x90
Total File Size:	500 KB
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
Frames per Second:	Cannot exceed 24 fps
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 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
Video Play Options:	Host-initiated: 15 seconds max; User initiated: 30 seconds max
Host Initiated Video File Size:	2.2MB file weight
User Initiated Video File Size:	2.2MB file weight for progressive and unlimited for streaming video
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, AdGear, Admotion, Adslot (facilitate digital), Affinity, AOL Rich Media, Celtra, Commune, Conservant (Mediaplex), DoubleClick, Flashtalking, Eyereport, Flite, Ghostery (Evidon), Interpolls, Jivox, Markitondemand, Medialets, Mixpo, One Creative, Predicta, Realmedia, Sizmek, Smartad Server, Trueeffect, 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:

- 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 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

Ad Components: Preload Image

- File Type: GIF or JPEG
- Dimensions: Initial File Size
- Max File Size: 10 KB
- Creative type: must include simple visual creative relevant to the campaign (i.e.

brand logo), must be fully clickable to advertiser landing page until ad appears

Other:

- Pie-load animations are required for any additional content loaded (Flash or video) due to user interaction.
- Both the Initial File and Secondary (Polite) File will serve as a single file.
- If streaming video is used, the lowest bitrate with acceptable quality will be used. In the event a user does not have proper bandwidth to play the video, the unit will be programmed to resolve to its end-frame to avoid a bad user experience

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:



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