

Microsoft Mobile Browse Rich Media

Description:

In-Banner Rich Media is supported for both 320x50 and 300x250 art sizes. The 320x50 ad placement also supports Expandable Banner Rich Media. On initial tap, a panel will expand to 320x416 or Full Screen. On tap-to-close, the expand panel will collapse.

Supported art sizes:

- 320x50
- 300x250

Supported properties:

- MSN Homepage
- MSN Verticals

Mock:

Spec Classification: Mobile

Spec Placement: Microsoft
MSN Homepage

File Type: HTML5

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:	:30 seconds
Max # of Loops:	3 times max looping within max duration
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 50K.
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).
Close Button Requirements:	Expanded ad unit must include a close button marked with "Close X" in the upper right corner. Font 8pt (11px) - 16pt (21px).
Video Play Options:	Video allowed in 300x250 in-banner only. Video allowed in 320x50 expanded banner only.
Max Video File Weight:	Host initiated / User initiated: 2.2MB file weight for progressive
Required Controls:	Play/Pause and Mute/Unmute button
Video File Type:	.avi, .mov., .mp4
Third Party Serving:	US Market: 3rd party serving is not accepted Other Markets: 3rd party serving accepted
Third Party Tracking:	Accepted
Submission Guidelines:	<ul style="list-style-type: none"> • 10-15 business days from receipt of assets • Adhere to Creative Acceptance Policy
Data Collection:	<ul style="list-style-type: none"> • 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:

- Animation allowed without user initiation in the in-banner and expanded banner units
- Click destination URL must open in a new browser. Landing pages must be mobile optimized

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 Mobile Browse Rich Media - 2016-02-08.pdf](#)