

Outlook

Description:	Standard ad format for bold, premium experiences.
Spec Classification:	Rich Media
Spec Placement:	Microsoft Outlook
Width:	160
Height:	600
File Type:	HTML5 preferred
Max Initial Load File Size:	200 KB
Max Animation Time:	:15 seconds
Max Video File Weight:	Host initiated / User initiated: 2.2MB file weight for progressive
Third Party Tracking:	Accepted
Submission Guidelines:	<ul style="list-style-type: none">• 10 business days from receipt of assets.• Adhere to Creative Acceptance Policy
Key Creative Guidelines:	<ul style="list-style-type: none">• Outlook.com requires SSL ad serving. Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted.<ul style="list-style-type: none">◦ All 3rd party content must serve SSL (https) compliant ads.◦ Script tags are allowed.◦ Pop-up surveys are not allowed. Surveys can be served as a 160x600 static secure ad, and only displays in the 160x600 ad placement.◦ All URLs provided need to be complete URLs.<ul style="list-style-type: none">▪ <i>Example:</i><ul style="list-style-type: none">• Correct complete URL: http://www.testurl.com

- Incorrect URL: www.testurl.com
- User-initiated file download: 1.5 MB
- 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).
- 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.
- Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
- Click destination URL must open in a new browser.

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

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:

 [Brasil-Portuguese-AOL Advertising - Outlook - 2016-02-05.pdf](#)