

Skype Audio Conversation

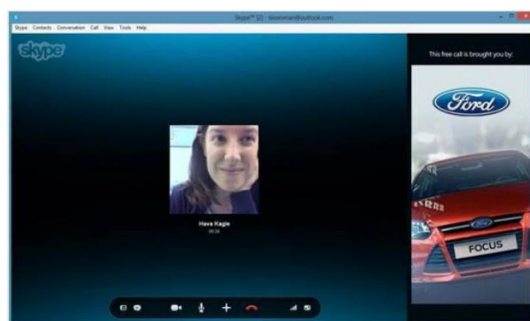
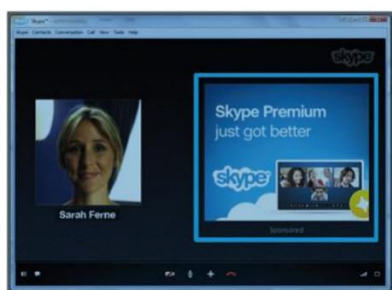
Description:

The Skype Audio Conversation Ad runs in 1:1 audio call only to free users only and is positioned above the fold adjacent to profile pictures. No expanding, video, or audio is allowed. The ad refreshes each time the page is reloaded and a new ad call is made.

Supported art sizes:

- 300x250
- 300x600

Mock:



Spec Classification: Banner

Spec Placement: Microsoft
Skype

File Type: HTML5

Max Initial Load File Size: 40 KB

Max Animation Time: :30 seconds

Max # of Loops: 3, not exceeding :30 seconds

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:

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).

Video Play Options:

Not allowed

Third Party Serving:

Available

Submission Guidelines:

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:

- Ads cannot mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval. The cursor may not be altered in any way by the ad.

Skype 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 - Skype Audio Conversation - 2016-02-08.pdf](#)