

**MSN & Games PC Pre-Roll**

<b>Description:</b>	<p>Short form online advertising targeted to relevant content channels and/or audience groups. The companion banner provides extra brand promotion. Pre-roll video plays prior to video content, companion banner is along right side of player.</p> <p>Pre-Roll Best Uses: converted TV spots or short form advertising on the web targeted to relevant content channels, desired audience groups, etc.</p> <p>Companion Banner Best Uses: branding extension with pre-roll video (300x250 and 300x60)</p> <ul style="list-style-type: none"><li>• Companion Banner format: PNG or JPG</li></ul>
<b>Spec Classification:</b>	In-Stream/Video
<b>Spec Placement:</b>	Microsoft
<b>Total File Size:</b>	Video: 75MB; Companion Banner: 40KB
<b>Frames per Second:</b>	29.97fps (NTSC) 25fps (Pal)
<b>Max Video File Weight:</b>	75MB
<b>Video Aspect Ratio:</b>	16:9
<b>Video File Type:</b>	Third-party pre-roll formats: MP4/H.264; First-party pre-roll formats: MP4/H.264 (preferred), WMV, MOV, MPG, MPEG and MP4 supported
<b>Video Time Restrictions/Length:</b>	Video duration 30 sec max
<b>Third Party Tracking:</b>	Accepted
<b>Submission Guidelines:</b>	Adhere to <a href="#">Creative Acceptance Policy</a>
<b>Key Creative Guidelines:</b>	<b>VAST 2.0</b>

## VPAID 2.0

### Third-party pre-roll formats:

- Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 3000kbps or SD 640x360@ 750kbps
- Ratio: 16:9
- Frame Rate: 29.97fps (NTSC) 25fps (Pal)
- VAST Payloads Supported: Inline Ad. Wrapper Ad (5 chained wrappers max)
- Field Order: None, progressive scan only
- Audio Format/Codec: MP3, MP4, AAC supported
- Audio Bit Rate: 196 kbps recommended
- Sample Rate: 44.1 kHz
- Bus Mode: Stereo

### First-party pre-roll formats:

- Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 3000kbps
- Ratio: 16:9
- Frame Rate: 29.97fps (NTSC) 25fps (Pal)
- Field Order: None, progressive scan only
- Audio Format/Codec: MP3, MP4, AAC supported
- Audio Bit Rate: 196 kbps recommended
- Sample Rate: 44.1 kHz
- Bus Mode: Stereo

### Supported Countries:

BR  
CA  
DE  
ES  
JP  
US

### Additional docs:



[Brasil-Portuguese\\_MSN Video Pre-Roll](#)



[Microsoft - Creative Specification | Linear Video VAST](#)



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