

MSN & Games Ads-In-Apps Pre-Roll

Description:	<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>
Spec Classification:	In-Stream/Video
Spec Placement:	Microsoft
Max Video File Weight:	75MB
Video Aspect Ratio:	16:9
Video File Type:	Third-party pre-roll formats: MP4/H.264; First-party pre-roll formats: MP4/H.264 (preferred), WMV, MOV, MPG, MPEG and MP4 supported
Video Time Restrictions/Length:	Video duration 30 sec max
Video Frames per Second:	29.97fps (NTSC) 25fps (Pal)
Third Party Tracking:	Accepted
Submission Guidelines:	Adhere to Creative Acceptance Policy
Key Creative Guidelines:	<p>Vast 2.0</p> <p>Third-party pre-roll formats:</p> <ul style="list-style-type: none">• 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 @ 300kbps
- 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:

CA
DE
ES
FR
IT
JP
US

Additional docs:



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