

## Skype Homepage In-Banner

<b>Description:</b>	When a user opens Skype Client for desktop, the 300x250 ad unit appears in the below right column of the main Client window.
<b>Spec Classification:</b>	Banner Rich Media
<b>Spec Placement:</b>	Microsoft Skype
<b>Width:</b>	300
<b>Height:</b>	250
<b>File Type:</b>	HTML5 only
<b>Total File Size:</b>	140 KB
<b>Max Initial Load File Size:</b>	40 KB
<b>Host Initiated Sub-Load File Size:</b>	100 KB
<b>User Initiated File Download File Size:</b>	1.5 MB
<b>Max Animation Time:</b>	:30 seconds
<b>Host Initiated Video File Size:</b>	2.2 MB file weight
<b>User Initiated Video File Size:</b>	2.2 MB file weight for progressive and unlimited file weight for streaming video

**Required Controls:** Play/Pause and Mute/Unmute button

**Third Party Tracking:** Accepted

**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.
- Click destination URL must open into a new browser.
- The cursor may not be altered in any way by the ad.
- Flash not supported.

**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 Homepage In-Banner - 2016-02-05.pdf](#)