

Skype Click to Full Screen

Description:	When the user sees a 300x250 ad unit on the Skype main window, a 'Full Screen' message is visible to let the user know they can click to view the ad in Full Screen. The ad can subsequently be closed using the close button returning the user to the default view.
Spec Classification:	Rich Media
Spec Placement:	Microsoft Skype
Width:	300
Height:	250
File Type:	HTML5
Max Initial Load File Size:	40 KB
User Initiated File Download File Size:	2.2MB
Max Animation Time:	:30 seconds
Max # of Loops:	3, not exceeding :30 seconds
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
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).
Z-Index Guidelines:	Click here for z-index range

Close Button Requirements: Full Screen ad unit must include a close button marked with “Close X” which must always be visible.

Host Initiated Video File Size: 2.2 MB file weight

User Initiated Video File Size: 2.2 MB file weight

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.
- The full screen state will resize to fit the user’s screen. It is advisable to consider the ad suits the different possible resolutions.
- Click destination URL must open in a new browser.
- Click to Call Functionality - Supported within 3rd party tag only, not site-served.
- The cursor may not be altered in any way by the ad.
- Flash is 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 Click to Full Screen - 2016-02-05.pdf](#)