

Microsoft Loft

Description:	<p>Loft provides advertisers with an always in-view solution. This unit spawns out of a traditional leaderboard banner unit (728x90, 970x250). When a user scrolls down the page, Loft will render from the bottom of the user's browser window. The design is minimal enough to not interfere with the consumers experience and ability to consume content but large enough to send a powerful brand message. Loft offers user click-to-expand with additional functionality including video, photo galleries, mapping, and more.</p> <p>MSN Homepage:</p> <ul style="list-style-type: none">• Tier III: 728x90• Tier IV: 970x250<ul style="list-style-type: none">◦ 970x250 must collapse to a 970x66
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	Microsoft MSN Homepage Tier III (MSN) Tier IV (MSN)
File Type:	HTML5 preferred
Total File Size:	250K (includes initial, polite and support)
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 60K.
1x1 Black Border Required:	Expansion unit should contain one (1) pixel fixed borders
Tablet Experience:	Built in HTML5, rich media will extend to tablet
Expanded Ad Dimensions:	970x250 - user initiation only

Expand/Collapse Options: User click only

Close Button Requirements: Mandatory click to collapse button in lower right corner of expanded unit to visually resolve back into 970x45 on user click

Required Controls: Play/Pause and Mute/Unmute button

Video File Type: .mp4, .mov, .avi

Third Party Serving: ONE by AOL: Creative
AdMotion

Third Party Tracking: Accepted

Frequency Cap: No frequency cap on Loft exposures

Submission Guidelines:

- 20 business days lead time for creatives
- Adhere to [Creative Acceptance Policy](#)

Key Creative Guidelines: Host or user-initiation in banner

SSL

- MSN 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 - Loft - 2016-06-17.pdf](#)