

## Microsoft Responsive Billboard

<b>Description:</b>	The Responsive Billboard is a prominent, large scale ad unit that delivers both a highly-impactful and highly-visible rich media experience for the advertiser. "Close Ad" and "Show Ad" calls-to-action allow the user to either collapse the Billboard to a 970x66 branded unit or "replay" the full ad experience. Built responsively in HTML5, the ad will adjust to the ideal size across desktop and tablet devices.
<b>Demo:</b>	<a href="#">Click here to view demo</a>
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	Microsoft MSN Homepage Tier III (MSN)
<b>Width:</b>	970
<b>Height:</b>	250
<b>File Type:</b>	HTML5 preferred
<b>Total File Size:</b>	200KB
<b>User Initiated File Download File Size:</b>	2.2MB
<b>Backup Image Submission Guidelines:</b>	Back up image is required for instances when the user's browser does not support creative functionality. Recommended file size 40K.
<b>1x1 Black Border Required:</b>	Ad 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).
<b>Tablet Experience:</b>	Built in HTML5; rich media will extend to tablet
<b>Expand/Collapse Options:</b>	Creative must collapse to 970x66 when close button is clicked and re-expand to full size

on user click to expand

**Close Button Requirements:** Required in upper right hand corner

**Max Video File Weight:** Host initiated / User initiated: 2.2MB file weight for progressive

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

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

**Third Party Serving:** AOL Rich Media, Sizmek, ONE by AOL: Creative, Flashtalking

**Third Party Tracking:** Accepted

**Submission Guidelines:**

- 10 business days from receipt of assets
- Adhere to [Creative Acceptance Policy](#)

**Key Creative Guidelines:** A 970x66 branded unit is required and will be served when the ad is hidden

**Audio**

- Audio on/off toggle button must be present at all times when sound is available
- All ad audio must be muted or paused on click-through

**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 - Microsoft Responsive Billboard - 2016-02-05.pdf](#)