

Microsoft Click to Expand with Lightbox

Description:	300x250 user expand to full screen semi-opaque experience with 965x600 expand panel
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	Microsoft MSN Homepage Tier II (MSN)
Width:	300
Height:	250
File Type:	HTML5 preferred
Total File Size:	250 K
Max Animation Time:	:15 seconds
Tablet Experience:	Built in HTML5, rich media will extend to tablet
Expanded Ad Dimensions:	965x600
Dimensions of "Hot" Area/% Hotspotting:	Microsoft does not require a limited hotspot dimension
Expand/Collapse Options:	See key creative guidelines
Close Button Requirements:	Mandatory close button upper right corner of expand creative; resolve into 300x250

Max Video File Weight: Progressive Download Max: 2.4MB

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

Third Party Serving:

- AOL Rich Media
- ONE Creative

Third Party Tracking: Accepted

Submission Guidelines:

- 10-15 days from receipt of assets
- Adhere to [Creative Acceptance Policy](#)

Key Creative Guidelines:

- 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
- Clear call to action on expand

User-Initiated Expand:

- Allowed on Microsoft Run of Network and/or MSN RON: Ads must Click to Expand and Click to Close
- MSN: Ads may either Click to Expand and Click to Close or Rollover to Expand and Roll off to Close

Supported Countries:

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