

**Microsoft Click to Expand with Lightbox**

<b>Description:</b>	300x600 user expand to fullscreenn semi-opaque experience with 965x600 expand panel
<b>Spec Classification:</b>	Rich Media
<b>Spec Placement:</b>	Microsoft MSN Homepage Tier III (MSN)
<b>Width:</b>	300
<b>Height:</b>	600
<b>File Type:</b>	HTML5 preferred
<b>Total File Size:</b>	250K
<b>Max Animation Time:</b>	:15 seconds
<b>Tablet Experience:</b>	Built in HTML5, rich media will extend to tablet
<b>Expanded Ad Dimensions:</b>	965x600
<b>Dimensions of "Hot" Area/% Hotspotting:</b>	Microsoft does not require a limited hotspot dimension
<b>Expand/Collapse Options:</b>	See key creative guidelines
<b>Close Button Requirements:</b>	Mandatory close button upper right corner of expand creative; resolve into 300x600
<b>Max Video File Weight:</b>	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:**

BR  
CA  
DE  
ES  
FR  
IT  
JP  
UK  
US