

Microsoft Halo

Description:	Scale consumer interactions with the Halo unit. The 300x600 application-based format allows brands to pack a lot of functionality into a standard ad unit size. Features 2 concurrent applications: 1 primary and 1 secondary.
Demo:	Click here to view demo
Spec Classification:	Rich Media
Spec Placement:	Microsoft MSN Homepage Tier III (MSN)
Width:	300
Height:	600
File Type:	HTML5
Max Initial Load File Size:	200 KB
Host Initiated Sub-Load File Size:	300 KB
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.
Tablet Experience:	Built in HTML5; rich media will extend to tablet
Third Party Serving:	ONE by AOL: Creative
Third Party Tracking:	Accepted

Submission Guidelines:

- Minimum 10 business 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

Supported Countries:

BR
CA
DE
ES
FR
IT
JP
UK
US

Additional docs:

[Brasil-Portuguese-AOL Advertising - Microsoft Halo - 2016-02-05.pdf](#)