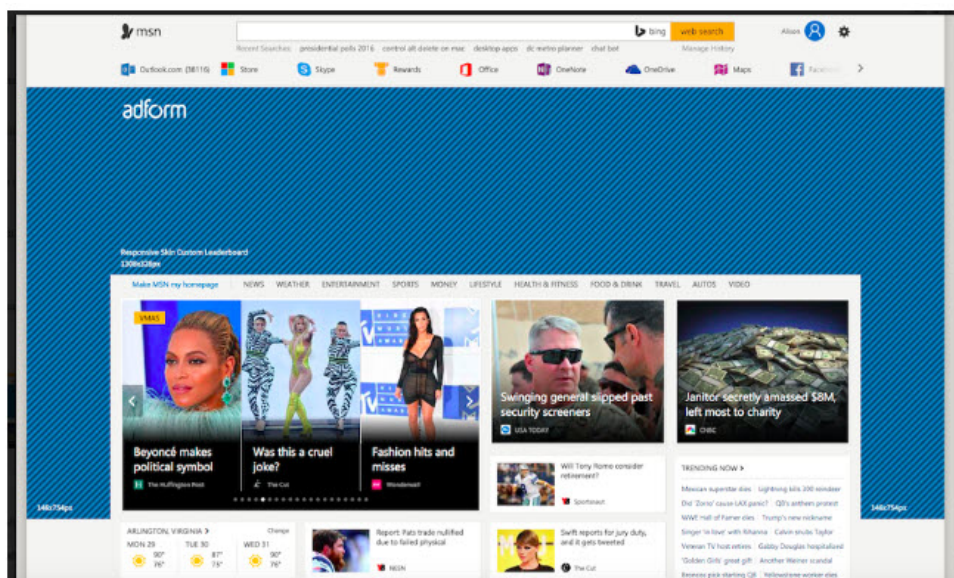


Responsive Header and Skin

Description:

The Responsive Header + Skin combines two premium experiences and allows for additional pixel space to provide advertiser branding in an immersive rich media execution. An Advertiser can choose to display a single creative across all three page widths (2-, 3-, 4-column views), or can customize the creative for each of the page widths. The creative can re-animate on page resize, if desired. The banner and skin elements snaps in width to match column width of the page. The rails and banner do not collapse and no close/collapse button is visible. Animation only, video is not allowed.

Mock:



Spec Classification: Rich Media

Spec Placement: Microsoft
MSN Homepage

File Type: HTML5

Max Initial Load File Size: 200 KB

**Host Initiated Sub-Load
File Size:** 300 KB

Max Animation Time: 30 seconds

1x1 Black Border Required: Ads with a similar color as the background of the site must have a border or otherwise be distinct as advertisements

Close Button Requirements: Close button not supported

Third Party Serving: Adform, Sizmek, ONE by AOL: Creative

Third Party Tracking: Accepted

Submission Guidelines:

Responsive Header

- Responsive design:
 - 4-column ad dimension: 1272x328 Initial Size
 - 3-column ad dimension: 970x250 Initial Size
 - 2-column ad dimension: 628x162 Initial Size
- Must adhere to the [Creative Acceptance Policy](#)

Responsive Skin

Required: 728x90 static image for use as a downlevel experience on unsupported browsers.

1600x754 ad dimension:

- Width: up to 146px visible in each L and R rail
- Height: 120px always visible on top

1264x754 ad dimension:

- Width: up to 64px visible in each L and R rail
- Height: 120px always visible on top

1152x754 ad dimension:

- Width: up to 84px visible in each L and R rail
- Height: 120px always visible on top

942x754 ad dimension:

- Width: up to 52px visible in each L and R rail
- Height: 120px always visible on top

836x754 ad dimension:

- Width: up to 88px visible in each L and R rail
- Height: 120px always visible on top

NOTE: To ensure advertiser content will appear as intended across the column views, please note that the top 120px area is always visible while the left and right rail areas are not always visible. Visibility depends on user browser window width.

Key Creative Guidelines:

- Header and rails are all clickable

- Rails must be locked on user scroll
- Brand attributes and brand product shots are allowed in the top 120px area, as well as in the right and left rails. It is up to the Advertiser to ensure that the creative design elements (such as text) are of sufficient size to be acceptable when scaled to fit a smaller ad dimension
- Click destination URL must open in a new browser
- Video is only supported by Adform

Supported Countries:

BR
DE
ES
FR
IT
JP
UK