



MSN Custom Header

Last Updated – 6/1/2016

Overview

The MSN Custom Header Ad is offered to Microsoft advertisers via our partnership with leading Rich Media providers.

The MSN Custom Header Ad takes advantage of the responsive design of MSN. 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 user can hide the ad experience and then reopen it later, similar to the Billboard experience.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	1272x92, 970x70, 628x45	50 KB, 40 KB, 30 KB
Initial File Download	FLA, SWF, HTML5	1272x328, 970x250, 628x162	300 KB
Secondary (Polite) File Download	FLA, SWF, HTML5	1272x328, 970x250, 628x162	400 KB
User-initiated File Download	FLA, SWF, HTML5	1272x328, 970x250, 628x162	3 MB

Ad Specifications

Certified Rich Media Vendors

Allowed; see

<http://advertising.microsoft.com/en/3rdpartyrichmedia>

US Homepage Only

US Homepage Restriction: Ads cannot be 3rd party served. They are served solely via Microsoft's Rich Media Servers.

Please work with your Microsoft representative on these US Homepage Only requirements:

Ad Components: Preload Image

- File Type: GIF or JPEG
- Dimensions: Initial File Size
- Max File Size: 10 KB
- Creative type: must include simple visual creative relevant to the campaign (i.e. brand logo), must be fully clickable to advertiser landing page until ad appears

Other:

- Pie-load animations are required for any additional content loaded (Flash or video) due to user interaction.
- Both the Initial File and Secondary (Polite) File will serve as a single file.
- If streaming video is used, the lowest bitrate with acceptable quality will be used. In the event a user does not have proper bandwidth to play the video, the unit will be programmed to resolve to its end-frame to avoid a bad user experience.

Responsive Design

4-column ad dimension:

- 1272x328 Initial Size
- 1272x92 Backup Image Size

3-column ad dimension:

- 970x250 Initial Size
- 970x70 Backup Image Size

2-column ad dimension:

- 628x162 Initial Size
- 628x45 Backup Image Size

For different creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 2-, 3-, and 4-column view sizes.

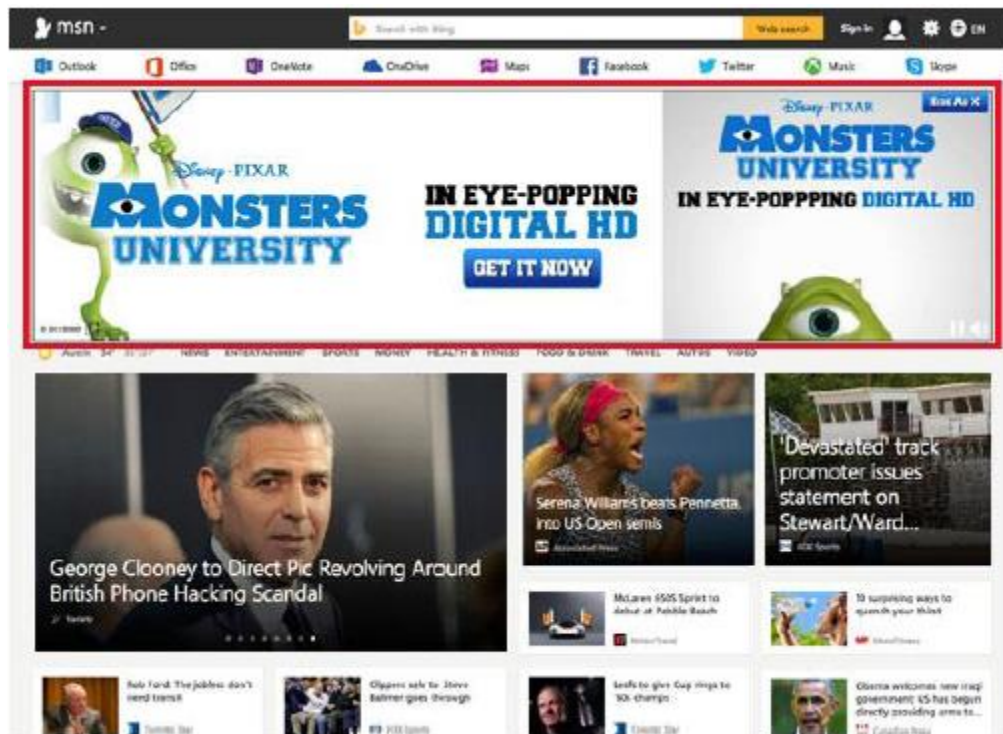
For the same creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 4-column view sizes only. It is up to the Advertiser to ensure that the creative design elements, such as text, are of sufficient size when scaled to fit a smaller ad dimension.

Border	Initial size 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).
Close Button	A 'X Hide Ad' button is required in the language the ad will be served in the upper right corner.
Show Ad Button	A standard 88x31 pixel IAB Leave-behind "Show Ad" icon is required in the language the ad will be served when the ad is hidden. The width of the Leave-behind may be slightly larger to accommodate the language characters used.
Animation/Looping Limit	Allowed; duration 30 seconds
Audio Specifications/Limit	Allowed; user initiated only
Audio	Audio must be user-initiated and never automatic. 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.
Video	Non-user initiated video has 30 sec max length, 2.2 MB file weight. User initiated video has unlimited max length, 2.2 MB file weight for progressive and unlimited file weight for streaming video. Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
ActionScript	3.0 required
HTML5 (Preferred)	Conform to all IAB standards
SSL	Preferred
Published Flash Version	Flash 10.3 or higher
Flash Frame Rate	Cannot exceed 24 fps

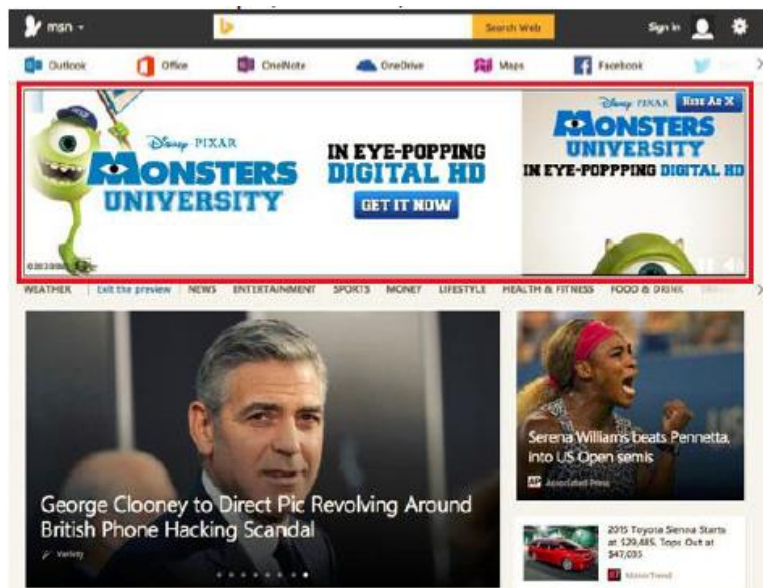
Z-index	<30,000 is required so the service bar and mega menu do not drop behind the ad.
Click URLs	Click destination URL must open in a new browser.
Data Reported	3rd Party Rich Media partners will typically provide impressions and click-through data, as well as enhanced metrics. Please consult your Certified Rich Media partner of choice for more details.
Data Collection	Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads). Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Microsoft sites. Advertisers wishing to collect personal information within advertisements (according to specifications above) must follow these guidelines: Clearly identify the organization, Provide link to privacy policy, Identify purpose for collection information.

Examples

MSN Custom Header Example (4-column view)



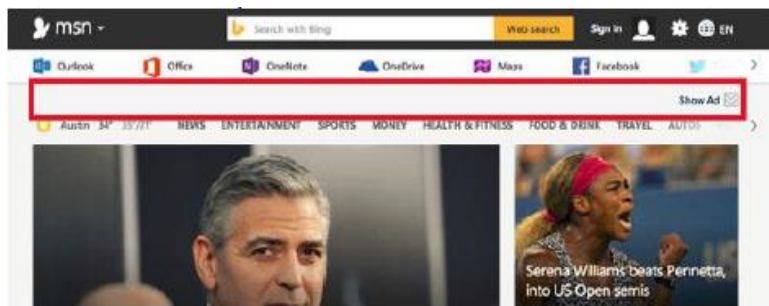
MSN Custom Header Example (3-column view)



MSN Custom Header Example (2-colum view)



MSN Custom Header Example (Hidden ad view)



Policies and guidelines

[Creative Acceptance Policy](#)

[3rd Party Rich Media Vendors](#)

Supported properties

MSN