

Outlook Expanding Skyscraper

Last Updated - May 13, 2015

Creative Acceptance Policy

All creative must meet the requirements of the MSA [Creative Acceptance Policy](#)

Ad Specifications

Ad Type / Ad Size	Initial Size	Download File Size (GIF/JPG)	Max Initial Download File Size	Full Expanded Size	Max Weight Secondary (Polite) Download	Max Weight Progressive Download (Video/ Streaming Only)	Audio Specifications/ Limit	Animation/ Looping Limit
Skyscraper 160x600	160W X 600H	40k	40k	600W X 600H	100k	2.2mb	Allowed on user click only	Allowed; Duration: 30 sec

Note(s):

- The above represent Microsoft general specification parameters which submitted third party served Rich Media must conform to. Specific creative build specifications must be provided by your third party Rich Media Vendor.

The User Experience

The Outlook Expanding Skyscraper ad consists of a 160x600 Skyscraper ad unit that expands to a 600x600 total panel size, with more real-estate to showcase video and interactive content for user engagement. Expanding is allowed on user click only.

The Expanding Ad is offered to Microsoft advertisers via our partnership with leading Rich Media providers (see list below under Certified Rich Media Vendors) who are SafeFrame compliant. They enable Advertisers to reach audiences with unrivalled interactivity and engagement. These ad units can offer the full range of creative executions – from eye-popping animation, to video, dynamic data, interactive games, and more.

Ad Specifications

- Expanding allowed on user click only. No hover or auto expanding allowed.
- The Expanding Ad must include a "X Close" button in the upper right corner of the Expand panel allowing the user to close the expanded experience.
- Initial 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).
- Click destination URL must open in a new browser.
- Outlook is SafeFrame compliant. SafeFrame tag is required to run any expanding ads on Outlook
- Flash frame rate cannot exceed 24 fps.
- Must be published as Flash 9 or higher.

Audio Specifications:

- 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 Specifications:

- Video duration can be up to 30 seconds max length, 2.2MB 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.

- Volume Control, Time Scrubber and Replay button are suggested but not required.

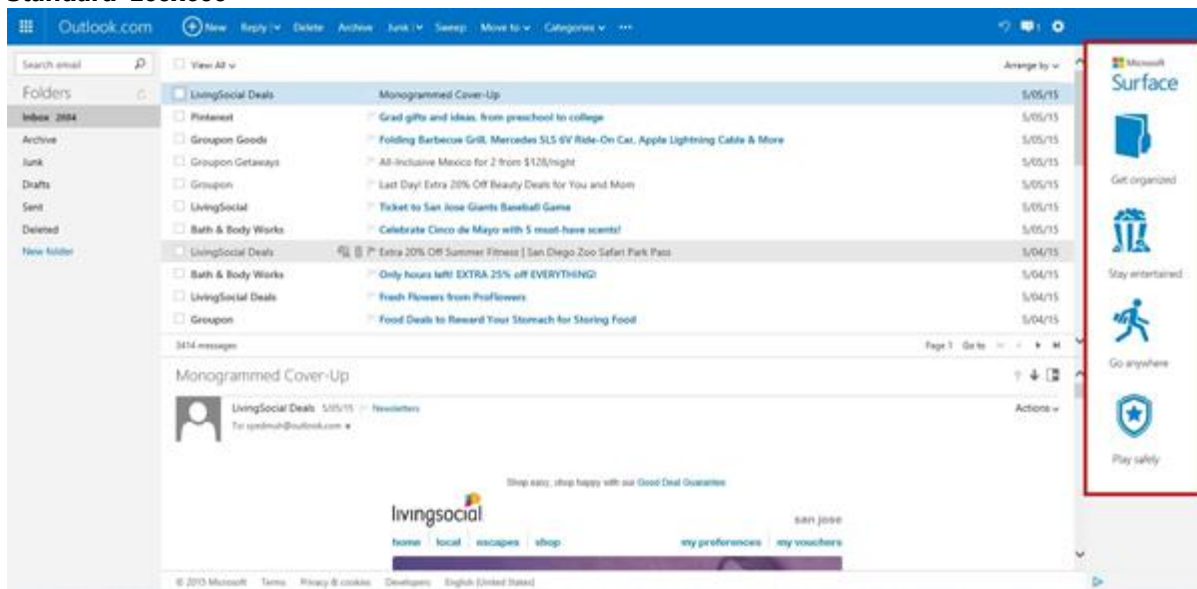
SSL requirements:

Outlook requires SSL ad serving. Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted.

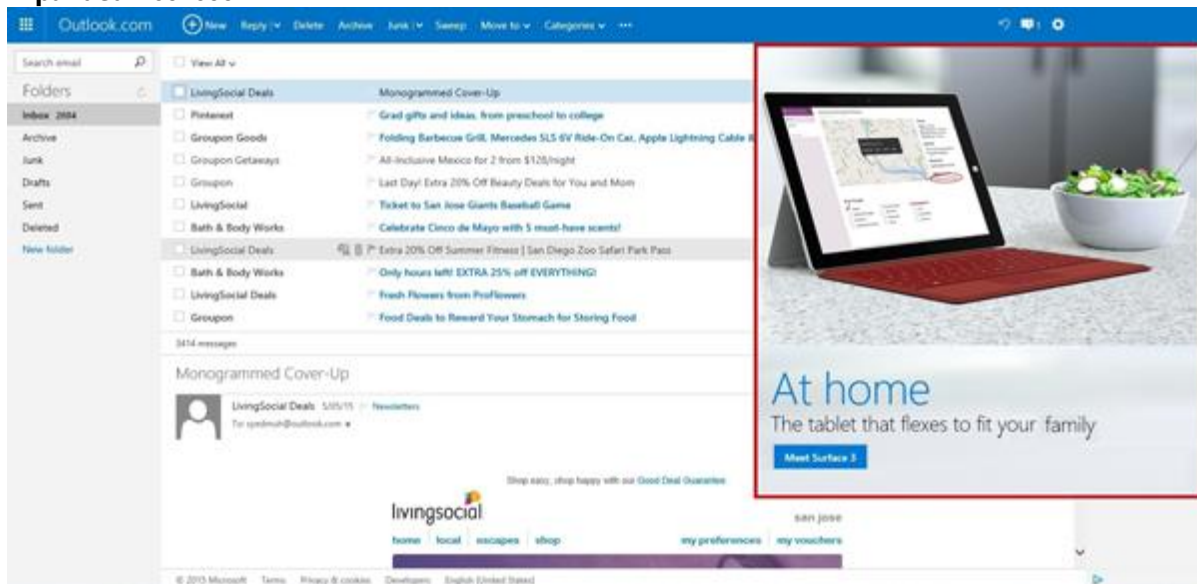
- All 3rd party content must serve SSL (https) compliant ads.
- Script tags allowed
- No pop-up Surveys allowed. Surveys can be served as a 160x600 static secure ad, and only displays in the 160x600 ad placement
- All URLs provided need to be complete URLs. Example below
 - Correct complete URL: <http://www.testurl.com>
 - In-correct URL: www.testurl.com

Other Specifications

Standard 160x600



Expanded 160x600



Certified Rich Media Vendors

- AdForm
- Admotion
- Doubleclick
- EyeReturn
- FlashTalking
- Jivox
- Mixpo
- PointRoll
- Sizmek
- Weborama

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 (from the list above) 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 organization
 - Provide link to privacy policy (usually adjacent to the web form's "submit" button)
 - Identify purpose for collecting information

Ad Submission Guidelines

All creative must meet the MSA [Ad Submission Guidelines](#)