

## 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	Panel Expansion Direction	Max Weight Secondary (Polite) Download	Max Weight Progressive Download (Video/Streaming Only)	Audio Specifications/ Limit	Animation/ Looping Limit
Banner 728x90	728W X 90H	40k	40k	728W X 315H	down	100k	2.2mb	Allowed on user click only	Allowed; Duration: 15 sec
Rectangle 300x250	300W X 250H	40k	40k	500W X 300H	down & left	100k	2.2mb	Allowed on user click only	Allowed; Duration: 15 sec
Skyscraper 300x600	300W X 600H	40k	40k	600W X 600H	down & left	100k	2.2mb	Allowed on user click only	Allowed; Duration: 15 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 MSN Expanding ad consists of a standard base unit that expands to a larger panel, with more real-estate to showcase video and interactive content for user engagement.

The Expanding Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers (see list below under Certified Rich Media Vendors). 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.

Any 728x90 Ad in 2-column view on MSN will be clipped by 100 pixels on the right side. It is up to the Advertiser to ensure that the creative design elements such as Advertiser branding, logos, and CTAs are not positioned in the right 100 pixels if desired. In 3-column view and 4-column view (full screen), the Ad appears in full by default.

### Ad Specifications

#### **US Homepage Only Ad Requirements**

*This spec is not for the US Homepage. Ads running on the US Homepage have additional creative requirements covered in a separate specification document.*

- RON:** All Expanding ads booked at the Run of Network Level (RON), must CLICK TO EXPAND ONLY.
- Non-RON:** All Expanding ads not booked at RON can either be Rollover to Expand and Roll off to Close OR Click to Expand and Click to Close. Microsoft does not require a limited hotspot dimension.
- 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 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).
- Click destination URL must open in a new browser.
- Actionscript 2 or 3 required.
- Flash frame rate cannot exceed 24 fps.
- Must be published as Flash 9 or higher.

- Total Flash file weight: 1.5Mb. Additional content can be loaded after initial user click interaction.
- Z-index of <30000 is required so the service bar and mega menu do not drop behind the ad.

#### **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:**

- Non-user initiated video has 15 sec max length, 2.2MB file weight.
- User initiated video has 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.

#### **NOSCRIPT Requirements:**

- NOScript Tag is required for Xbox 360 and Windows8 Ads inventory on Run of Network
- All Run of Network and Windows 8 AiA third-party tags must include a NOScript section to provide a downlevel experience which will be used for browsers and platforms that cannot execute script. This includes trafficking the ad to Xbox 360 and Windows8 Ads in Apps. These two platforms are included in Run of Network buys and will leverage the NOScript downlevel experience for third party served ads.
- To ensure accurate impression counting on Run of Network campaigns for Xbox 360 or Windows8 Apps, it is highly recommended that a separate third-party impression beacon (1x1) be included with the creative tag. This is optional for booking to web-only placements however it is REQUIRED for campaigns trafficking to Xbox 360 or Windows8 Apps when billing off of third-party numbers. If not included, impressions counts will show large discrepancies.
- For best reach, the downlevel image should be a static JPG or PNG matching the dimensions of the primary ad experience. Static GIFs are supported in Windows 8 Apps only but will not allow for tracking to Xbox 360. Animated GIFs are not supported on either Windows 8 Apps or Xbox 360.

#### **Example:**

```
<NOSCRIPT>
  <A HREF="http://{CLICK_THROUGH_URL}">
    <IMG SRC="http://{IMAGE_URL}" BORDER=0 WIDTH=300 HEIGHT=250 ALT="Advertisement">
  </A>
</NOSCRIPT>
```

#### **Device Information:**

- Windows 8 tablets (such as Microsoft Surface devices) support Flash. The resolution of these devices varies, but should support a full 3-column and 4-column experience in IE.
- All iOS devices (iPad or iPhone) DO NOT support Flash; therefore only downlevel images are supported. Resolution of iOS devices also varies, but should support a full 3-column or 4-column experience in Safari 7 or later.
- Android devices vary on resolution and capability. These are more closely aligned to the Mobile ecosystem, and may not support Flash ads. Downlevel image will most likely serve in this scenario.

*Note: The above scenarios are device limitations, not site or Vendor limitations.*

## Certified Rich Media Vendors

- Adform
- AdGear (Bloom Digital)
- Adman
- Admotion
- Comune
- DoubleClick
- EyeReturn
- FlashTalking
- Flite (Widgetbox)
- Interpolls
- Jivox
- Mixpo
- Movad
- PointRoll
- Predicta
- Sizmek
- Spongecell
- 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](#)