



MSN Mobile

General address for material delivery*
adopsbe@adux.com

*Material sent to a personal mail address will not be taken into account



MSN Mobile

- [Mobile & Windows In-App Rich Media](#)
- [MSN Mobile Browse Rich Media](#)
- [Standard](#)
- [Zumobi App Network](#)



Click on each option to be redirected towards the details

Mobile & Windows in-app rich media

- Overview

- Mobile & PC App Rich Media Ads are offered to Microsoft Advertisers via our partnership with leading Rich Media providers.
- Ads are offered In-Banner and Expandable
- Microsoft's Mobile Display Advertising complies with the [Mobile Advertising Guidelines](#) as produced by the [IAB](#) & MMA (Mobile Marketing Association)

Guidelines – Ad components

Ad components	File	Dimensions	Max file size
Backup image	GIF – JPEG	See Publisher-Supported Sizes	35 kb
Initial file download	HTML5 JavaScript		35 kb
Secondary (polite) file download	HTML5 JavaScript		IAB best practice
User-initiated file download	HTML5 JavaScript		IAB best practice

Guidelines – Ad components

Mobile Apps

In-Banner Expandable

3P

300x50 → full screen (min 300x250)
480x80 → full screen (min 480x480)

MSN

320x50 → full screen (min 320x480)
300x250

SKYPE

320x50

PC Apps

In-Banner Expandable

3P

160x600
250x250
250x510
728x90 → full screen (min 1366x768)

MSN

300x250
300x600
728x90 → full screen (min 1366x768)

SKYPE

300x250 → full screen (min 1366x768)
300x600

Publisher-supported sizes

Guidelines – Ad specifications

Guideline	Details
Border	Initial size ad creative : 1px border (grey [#666666] or black recommended → though any color that clearly distinguishes the ad from the content may be used)
Close button	« close X » button in the upper right corner Font 8pt (11px) – 16pt (21px)
Animation/Looping limit	Allowed in In-Banner & Expandable 30sec 3x max looping with max duration
Audio specifications/limit	Allowed in Expandable only 30 sec User initiated (not automatic)
Audio	Audio on/off toggle present at all times Muted/paused on clickthrough
Video	Allowed in Expandable only User initiated (not automatic) 30 sec – 2.2 MB file weight Min video controls: play/plause & Mute button

Guidelines – Ad specifications

Guideline	Details
HTML5 required	Conform to all IAB Standards
Flash	Not supported
SSL	Requires SSL ad serving Ads and tracking tags must be SSL compliant (otherwise = not accepted) All 3rd party content must serve SSL (https) compliant ads
Click links	Destination link must open in a new browser For mobile app: landing pages must be mobile optimized
Data reported	3rd Party Rich Media partners will provide: <ul style="list-style-type: none">- Impressions- Click-through data- Enhanced metrics → Consult Certified Rich Media partner of choice for more details

Guidelines – Ad specifications

Guideline	Details		
Important call-outs	3rd party rich media ad behaviors and features accepted		
	<p>In-Banner</p> <ul style="list-style-type: none">- Click to Web / App- Click to fullscreen- Dynamic- Other MRAID 1.0 features supported (exceptions may apply)	<p>Expandable</p> <ul style="list-style-type: none">- Click to Web / App- Audio- Video- Dynamic- Other MRAID 1.0 features supported (exceptions may apply)	<p>Interstitial</p> <ul style="list-style-type: none">- Not accepted at this time
Data collection	<p>Microsoft allows advertisers to collect user-provided personal info (web forms embedded in ads etc.)</p> <p>Advertisers may be required to modify ad units or provide additional disclosure to be acceptable for advertising on Microsoft sites</p> <p>Advertisers wishing to collect personal information within ads must follow this:</p> <ul style="list-style-type: none">- Clearly identify the organization- Link to privacy policy- Purpose for collection of info		