

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	Max Weight Secondary (Polite) Download	Max Weight Progressive Download (Video/ Streaming Only)	Audio Specifications/ Limit	Animation/ Looping Limit
Rectangle 300x250	300W X 600H	40k	100k	175k	2.2mb	Allowed on user click only	Allowed; Duration: 15 sec

The User Experience

The MSN Flip 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.

The MSN Flip ad unit animates in with up to 15-seconds of animation. When the user clicks to expand the unit, the expand panel unfolds like a map revealing up to six 300x600 sub content panels. The panels can include separate sub-loaded content if desired. The expanded panel stays open and the user can engage with the interactive content in the expanded area (including video) until they user closes the panel.

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.

- Recommended max file size for each Flash-based tile is 175k.
- Max expanded panel dimension is 900 W x1200 H pixels.
- The expanded panel is divided into 300x600 sub-panels. The large panel can be configured with two, three, four or six panels in a rectangular shape. Up to six (6) Flip panels allowed.
- Expanded ad unit must provide user with a clearly marked close button marked with "Close X" contained in the upper right corner.
- 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.
- Video is optional.
- Actionscript 3 required.
- Flash frame rate cannot exceed 24 fps.
- Must be published as Flash 10 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 30 sec max length, 2.2MB file weight.
- User initiated video has unlimited 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.

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.

Other Specifications

The screenshot displays the MSN homepage with a prominent Xbox One advertisement. The ad is structured as a 3x3 grid of panels. The top-left panel features trending videos, including a smiling owl and a dog. The top-middle panel highlights Xbox One's multiplayer and service benefits, stating it has the best multiplayer and service. The top-right panel promotes Xbox One's games and entertainment, noting it has the best games and entertainment. The middle-left panel emphasizes Xbox One's built-for-the-future design, mentioning cutting-edge design and technology. The middle-middle panel showcases the benefits of getting more with Xbox One, describing it as an all-in-one entertainment system. The middle-right panel displays Xbox One Assassin's Creed Unity Bundles, with prices starting at \$349. The bottom-left panel shows Xbox One's cutting-edge design and technology, highlighting its ability to keep getting better. The bottom-middle panel reiterates the all-in-one entertainment system, stating it delivers an all-new gaming and entertainment experience. The bottom-right panel shows more Xbox One Assassin's Creed Unity Bundles, with prices starting at \$349. The MSN interface includes a search bar, navigation links, and various news and car-related sections.

Certified Rich Media Vendors

- Adform
- Admotion
- 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](#)