

MSN Mobile

- Mobile & Windows In-App Rich Media
- MSN Mobile Browse Rich Media
- Standard
- Zumobi App Network









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 <u>Mobile Advertising Guidelines</u> as produced by the <u>IAB</u> & MMA (Mobile Marketing Association)

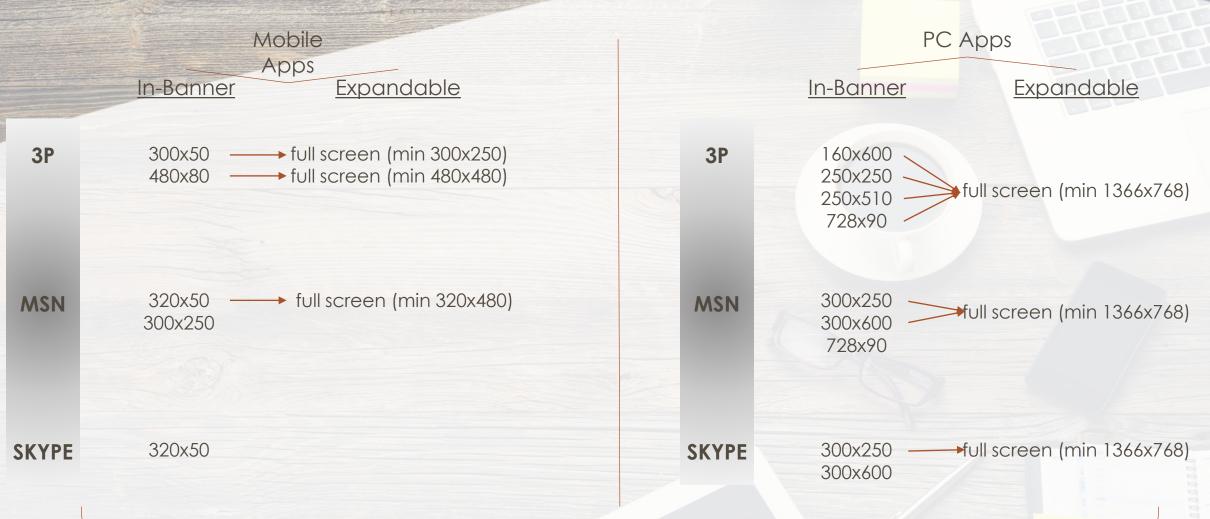


Guidelines – Ad components

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





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 <u>IAB Standards</u>
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: 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		
	In-Banner - Click to Web / App - Click to fullscreen - Dynamic - Other MRAID 1.0 features supported (exceptions may apply)	Expandable - Click to Web / App - Audio - Video - Dynamic - Other MRAID 1.0 features supported (exceptions may apply)	Interstitial - Not accepted at this time
Data collection	Microsoft allows advertisers to collect user-provided personal info (web forms embedded in ads etc.) Advertisers may be required to modify ad units or provide additional disclosure to be acceptable for advertising on Microsoft sites Advertisers wishing to collect personal information within ads must follow this: - Clearly identify the organization - Link to privacy policy - Purpose for collection of info		

