![Microsoft](Microsoft logo)

Skype Masthead Expanding Ad
Last Updated - December 16, 2014

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)	Full Expanded Size	Panel Expansion Direction	Max Weight Progressive Download (Video/ Streaming Only)	Audio Specifications/ Limit	Animation/ Looping Limit	Alt Text Limit
Banner 650x170	650W X 170H	50k	650W X 340H	down	5mb	Allowed on user click only; Duration: 30 sec	Allowed; Duration: 30 sec, Loop Limit: 3, Video Duration: 30 sec	65 char

Note(s):
- Expanded Panel
- Only one expanded panel allowed
- On Click-through expanded panel needs to collapse and video must stop
- Frame Rate: Up to 24 fps
- Expansion must be click-initiated.
- Click zone cannot overlay the entire 650x170 unit
- There must be a clearly visible collapse button on the bottom right corner that says "Click to Close X"
- All videos must be progressive load. Streaming not permitted
- Border and iFrame: Must stay within iFrame and have complete border
- Backup Image: Gif/Jpeg backup image is mandatory and should not have a close button

Accepted File Types
- GIF
- JPEG

The User Experience

1. User opens Skype client.
2. Collapsed ad appears below the button bar on the main content area within the Skype client.
3. User clicks the expand ad button to initiate panel expansion.
4. Ad unit can contain video, sound or other interactivity.
5. User clicks the "Close X" on the lower right hand corner of the ad.
6. collapses to original size and all audio / video stops.

Ad Specifications

- Required to use certified rich media vendors from list below for production and ad serving for all Rich Media creative (expanding and/or including Video/Audio).
- No fourth-party calls.
- Can accept one third-party impression tracking pixel from Approved Vendors. 1x1 only, no snippet (JS) code.
- Can accept one third-party impression (1x1) tracking for Brand Studies from Approved Vendors

Audio Specification

- User initiated only
- On-load Audio: No sound

Video Specification

- On-load Audio: No sound
- User-initiated Video:
    - o Can include "Click to Continue", "Click to Play" or "Reply" buttons.
    - o Must include: progress bar, play/pause/stop button, mute/un-mute button.

- Actions on User Click: Once Pause or Stop is clicked; there should be zero animation or video. All sound and animation should stop upon exit click.
- HD video for a full-screen - recommended specifications:
  - H.264 Video
  - 16:9 ratio
  - Can be encoded using Quicktime Pro
  - 1280×720 resolution for HD experience
  - Frame rate of 30 fps
  - Bit-rate of 850 kbps

General Specifications

- Ads cannot mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval.
- Ads cannot have 'strobing' effects.
- All ads must have a visible border.
- Z-index for rich media ads should be set to 1000000 and wmode=opaque.
- No pop-ups, floating ads, pre-expanded ads, or any ads with un-user initiated audio.
- Mouse effects are allowed provided that such effects must be user initiated (by rollover or click) and are always under the control of the user.

Click to Call Functionality

- Studio Creative only, due date is 7 business days prior to launch date.
- Formatting:
  - Must clearly specify Call Center Hours of operation in creative.
  - Recommended to use the Skype "Free Call" button but not mandatory. If used, "Free Call" button must be used "as-is" save that it may be re-sized provided that any re-sizing does not change any other attribute/color/aspect ratio. Any other use of "Skype", the Skype Logo, the "S" Logo, Skype colors or "Click & Call" is prohibited.
- Implementation – Advertisers are responsible for:
  - Providing a toll free PSTN number ("1 800" type)
  - Click & Call button integration within the Studio creative ("free call button.pdf")
  - AS code integration within the Studio creative ("Click & Call AS Studio Implementation.txt")

Toll Free Numbers
Below list of Toll free numbers are the only numbers that are currently supported in Skype:

Country	CC	A&O A13	Country Dialing Code	Toll Free Numbers Accepted
Australia	AU	APAC	61	1800
Austria	AT	Western Europe	43	800
France	FR	FR	33	800, 805, or 809
Germany	DE	DE	49	800

Netherlands	NL	Western Europe	31	800
Poland	PL	CEE	48	800
Taiwan	TW	GCR	886	80,81
United Kingdom	UK	UK	44	500, 800 or 808
United States	US	US	1	800, 855, 866, 877 or 888

Certified Rich Media Vendors

- Unicast
- Mediamind
- Admotion
- Adrime
- Adman
- Gemius
- Movad
- DoubleClick

Data Reported

- Adform
- AdGear (BloomDigital)
- Adman
- Admotion
- Adrime
- Admixer
- DoubleClick
- EyeReturn
- Flashtalking
- Gemius
- Interpolls
- MediaMind
- Mixpo
- Pointroll

Data Collection

- Advertisers cannot generate a list of Skype users.
- Advertisers may not give Skype user data collected through running an ad to any third party, including information derived from targeting criteria.
- 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/Skype sites.
- Advertisers wishing to collect personal information (according to specifications above) within advertisements 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