



# Expanding Rich Media

Last Updated – 3/9/2018

## Overview

The Expanding Rich Media Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

The Expanding Rich Media 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.

## Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x250, 300x600, 728x90	60 KB
Initial File Download	HTML5	300x250	150 KB
		728x90	150 KB
		300x600	200 KB
Secondary (Polite) File Download	HTML5	300x250	300 KB
		728x90	300 KB
		300x600	400 KB
User-initiated File Download	HTML5	500x300 (down and left), 600x600 (down and left), 728x315 (down), 944x600 (premier expanding)	1.5 MB
Host Initiated Video	MP4	15 Seconds Max	1.1 MB
User Initiated Video	MP4	30 Seconds Max	Progressive: 2.2 MB Streaming: No Limit

## Ad Specifications

User-initiated Expand	Ads may either Click to Expand and Click to Close or Rollover to Expand and Roll off to Close. Microsoft does not require a limited hotspot dimension.
Border	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).
Close Button	Expanded ad unit must include a close button marked with "Close X" in the upper right corner.
Animation/Looping Limit	Allowed; duration 15 seconds
Audio Specifications/Limit	Allowed; user initiated only
Audio	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	Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
HTML5 Required	Conform to all <a href="#">IAB standards</a>
Flash	Not Supported
SSL	<b>MSN requires SSL ad serving.</b> Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted. All 3rd party content must serve SSL (https) compliant ads.
Z-index	<30,000 is required so the service bar and mega menu do not drop behind the ad.
Click URLs	Click destination URL must open in a new browser.

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Important Call-outs

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 728x90 Ad appears in full.

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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 for more details.

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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 the organization, Provide link to privacy policy, Identify purpose for collection information.

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Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)