



Flip

Last Updated – 3/9/2018

Overview

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

On page load, max 15 seconds of animation commences within the 300x600. On user click, the expand panel unfolds like a map revealing up to six 300x600 sub-content panels. It can be configured with two, three, four or six panels in a rectangular shape. The panels can include separate sub-loaded content if desired. The user can engage with the content in the expanded area (including video) until the user chooses to close the panel.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x600	60 KB
Initial File Download	HTML5	300x600	200 KB
Secondary (Polite) File Download (per panel)	HTML5	300x600	400 KB
User-initiated File Download	HTML5	900x1200	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

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 IAB standards
Flash	Not Supported
SSL	MSN requires SSL ad serving. 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.
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.

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.


Examples

msn bing web search Welcome Stevek

Outlook.com (28) Office OneNote OneDrive Maps Facebook Twitter Music Skype


AUSTIN / 45°F [Make MSN my homepage](#) NEWS ENTERTAINMENT SPORTS MONEY LIFESTYLE HEALTH & FITNESS FOOD & DRINK TRAVEL AUTOS VIDEO

TRENDING VIDEOS



Smiling owl loves being on camera

Stupid Videos



Dog wants baby to jump with him

Stupid Videos

News Snippets:

- Sunken boats from 1800s found in Lake Ontario
- Baker faces complaint for not making anti-gay cake


EDITORS' PICKS

- NY Assembly speaker, most powerful man in Albany, arrested
- No-tip restaurant offers food for thought on pay benefits
- Two bodies recovered from burned mansion, authorities say
- Classified UFO documents released (video)

Autos > RESEARCH BUYING NEWS ENTIRE

RESEARCH CARS

- New
- Make (e.g. Mazda)
- Model (e.g. Mazda 6)




Xbox One has the best multiplayer and service.

Play on one of the world's largest cloud infrastructures dedicated to multiplayer games.

With millions of players around the world, and more than a decade of multiplayer experience, Xbox Live is the proven place to play. And now everyone is invited to experience smoother matchmaking, less waiting, and better performance with Xbox Live on Xbox One. You can even upload your best game moments or broadcast your gameplay live.

[Watch the video >](#)



Xbox One has the best games and entertainment.


Never miss a moment.

With the best games, TV, movies, music and sports all in one place, you don't have to compromise. Switch instantly from one experience to another, or snap a game, live TV, or app like Skype and YouTube side-by-side. Get multiplayer invites while you watch TV so you never miss out. It's all the entertainment you love. All in one place.

[Watch the video >](#)


CLOSE X

XBOX ONE
Now \$349



[LEARN MORE >](#)

Estimated retail price of standard Xbox One without Kinect, actual retail prices may vary.




Xbox One is built for the future.

Cutting-edge design meets cutting-edge technology.

By continuously adding features, content, and capabilities, Xbox One keeps getting better. Updates from Xbox Live will happen in the background while you enjoy your favorite game. Sign in to any Xbox One to see your home screen and play your digital games. Your digital content, profile, and saves go where you go. Xbox One was built by gamers, for gamers.

[Watch the video >](#)




Get more with Xbox One.

The all-in-one entertainment system.


Xbox One delivers an all-new gaming and entertainment experience that will transform how you play. Xbox One brings together the best games, the most reliable service and rich entertainment all-in-one system that is built for today and tomorrow.

[Watch the video >](#)




Xbox One Assassin's Creed Unity Bundle

\$349 [LEARN MORE >](#)






Xbox One with Kinect Assassin's Creed Unity Bundle

\$499 [LEARN MORE >](#)



Xbox One Assassin's Creed Unity Bundle

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Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)