IAB Billboard and Billboard Expand

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Overview

The IAB Billboard and Billboard Expand Ads are offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

On page load, max 30 seconds of animation commences within the 970x250 Billboard. Both formats allow the user to hide the ad experience and then reopen it later.

Unique to the Billboard Expand, the unit can be expanded down over the page by clicking, swiping, or dragging designated areas inside the Billboard to a size of 970x600. Closing the expanded panel returns to the Billboard.

Deliverables

Ad components	File Type	Dimensions	Max File Size
Backup Image	GIF or JPEG	970x70	40 KB
Initial File Download	HTML5	970x250	250 KB
Secondary (Polite) File Download	HTML5	970x250	500 KB
User-initiated File Download	HTML5	970x600	2.2 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

Close Button	A 'X Hide Ad' button is required in the language the ad will be served in the upper right corner.
Show Ad Button	A standard 88x31 pixel IAB Leave-behind "Show Ad" icon is required in the language the ad will be served when the ad is hidden. The width of the Leave-behind may be slightly larger to accommodate the language characters used.
Open/Close Persistence	The Open/Close state of the ad must persist when the page is reloaded or revisited.
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).
Animation/Looping Limit	Allowed; duration 30 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.
Important Call-outs	In 3-column view and 4-column view (full screen), the Billboard appears in full by default. In 2-column view, the Billboard will appear clipped on the right by 342 pixels. Upon browser page scroll, the user will be able to see the full ad and interact. The Advertiser must ensure that the creative design elements such as Advertiser branding, logos, and CTAs are not positioned in the right 342 pixels, if desired.
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

IAB Billboard Example (3-column view)

Billboard Expand Example (4-columnn view)

Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)