

# IAB Filmstrip

Last Updated – 3/9/2018

## Overview

The IAB Filmstrip 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. The IAB Filmstrip Ad allows for creative story-telling through a series of three to five 300x600 panels. The first panel is loaded on initial visit. The user can move between the panels in the following ways:

- Direct Interaction (On Click) – There are predefined areas at the top and bottom of the panels that allow the user to click to move to the next panel. It is recommended that there be a clear call to action message to the user in these spaces.
- Scroll (On Mouse or Browser Scroll) – As the user scrolls down the web page the IAB Filmstrip will automatically move to the next panel of the creative if they have not interacted with it previously. To ensure a clean understandable user interaction, the IAB Filmstrip only scrolls one panel per page.
- Sequencing (Repeat Visits) – Any return visits to the site will auto scroll the IAB Filmstrip to the next sequential frame.

## Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x600	40 KB
Initial File Download	HTML5	300x600	200 KB
Secondary (Polite) File Download (per panel)	HTML5	300x600	400 KB
User-Initiated File Download	HTML5	300x600	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).
Animation/Looping Limit	Allowed; duration 15 seconds on page load for each Filmstrip panel.
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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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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# Examples

The image shows a screenshot of the MSN homepage. At the top, there is the MSN logo, a search bar with 'bing web search' and 'Welcome Simek' with a settings icon. Below the search bar are navigation links for Outlook.com (28), Office, OneNote, OneDrive, Maps, Facebook, Twitter, Music, and Skype. A secondary navigation bar includes 'ALUSTIN / 45°F', 'Make MSN my homepage', and categories like NEWS, ENTERTAINMENT, SPORTS, MONEY, LIFESTYLE, HEALTH & FITNESS, FOOD & DRINK, TRAVEL, AUTOS, and VIDEO.

The main content area is divided into several sections:

- TRENDING VIDEOS:** Three video thumbnails with titles: 'Smiling owl loves being on camera', 'Dog wants baby to jump with him', and 'Ferret tries jump, fails miserably'.
- Did Jackie Kennedy suffer from PTSD after JFK's death?** (U.S. News & World Report)
- The \$700,000 mistake nearly 6 in 10 millennials may make** (MarketWatch)
- Another witness contradicts Allenby's kidnapping story** (Lang Brown Sports)
- Man Captures Up-close Encounter With Orcas** (Associated Press)

Below these are smaller news items:

- Sunken boats from 1800s found in Lake Ontario** (Associated Press)
- Egypt's King Tut's lost beard handsily glued back on** (Associated Press)
- Baker faces complaint for not making anti-gay cake** (Associated Press)
- Lindsay Lohan out of the hospital after health scare** (i Online)

At the bottom, there are four columns of 'PICKS':

- 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.
- FOOTBALL BUZZ:** Super Bowl 2015: Richard Sherman says people have a skewed view of Tom Brady; Colts' Luck, Cowboys' Romo top picks in draft for Pro Bowl; Victoria's Secret models play football (video).
- TRENDING VIDEO:** \$250K Lamborghini completely destroyed after 200 mph crash; Fresh Prince' Cast Member Reunites With Will Smith; Motley Crue's countdown to the end.
- TODAY IN HEALTH:** Orange County bans students without proof of measles shots; High-voltage e-cig smokers have more exposure to formaldehyde; Diet Coke may be Taylor Swift's worst publicity nightmare.

A large blue advertisement for Skype is highlighted with a red border on the right side. It features the Skype logo, the text 'Millions of people use Skype every day', 'Join them and stay in touch with Skype no matter what device you use.', icons for desktop, laptop, and mobile devices, and a 'Download Skype' button.

Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)