

# In-Banner Interactive (Outlook)

Last Updated – 4/22/2018

## Overview

The In-Banner Interactive Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers. They enable advertisers to reach audiences with unrivalled interactivity and engagement. These ad units can offer the full range of creative executions – from eye-popping animation, to video, dynamic data, interactive games, and more.

Outlook.com utilizes a dynamically sized ad placement. All sizes listed below are supported and the appropriately sized ad will be called based on the dimensions of the end-users browser window.

## Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x250	150 KB
		728x90	150 KB
		300x600	200 KB
		160x600	150 KB
		320x50	50 KB
Initial File Download	HTML5	300x250	150 KB
		728x90	150 KB
		300x600	200 KB
		160x600	150 KB
		320x50	50 KB
Secondary (Polite) File Download	HTML5	300x250	300 KB
		728x90	300 KB
		300x600	400 KB
		160x600	300 KB
		320x50	100 KB
User-initiated File Download	HTML5	All	1.5 MB

## 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
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	Non-user initiated video has 15 sec max length, 2.2 MB file weight. User initiated video has 30 seconds max length, 2.2 MB file weight for progressive and unlimited file weight for streaming video. Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
HTML5 (Preferred)	Conform to all <a href="#">IAB standards</a>
Flash	Not Supported
SSL	<b>Outlook 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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Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)