

# Microsoft Advertising Exchange (MAX)

Last Updated – 1/16/2020

## Overview

The Microsoft Advertising Exchange (MAX) offers a quality, engaged audience; open and flexible ecosystem accessible using your preferred technology partner and precision targeting your audience using your data.

- Microsoft Advertising offers in-unit ads to serve through the Exchange. Expandable ads are supported **on MSN only**. Expandable ads are incompatible with Outlook.com.
- MAX Deals takes MAX a step further with transparency, contextual packages, audience targeting and behavioral targeting.

## Deliverables

- **SSL is required for all publishers**
- **Flash is not supported on any Microsoft publisher.**

### MSN

<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
		970x250	40 KB (970x70)
Initial File Download	HTML5, GIF, JPG, PNG <i>*Flash NOT supported</i>	300x250	150 KB
		728x90	150 KB
		300x600	200 KB
		970x250	250 KB

- [MSN Interactive Spec](#)

### MSN MOBILE BROWSE

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
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Backup Image	GIF or JPEG	320x50, 300x250	50 KB
Initial File Download	HTML5, GIF, PNG, JPEG <i>*Flash NOT supported</i>	320x50, 300x250	200 KB

- [MSN Standard Mobile Spec](#)
- [MSN Mobile Browse Rich Media Spec](#)

## WINDOWS APPS, MSN MOBILE APPS

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x50, 480x80, 320x50, 300x250, 160x600, 250x250, 250x510, 728x90	40 KB
Initial File Download	HTML5 <i>*Flash NOT supported</i>	300x50, 480x80, 320x50, 300x250, 160x600, 250x250, 250x510, 728x90	40 KB

- [Mobile In-App Rich Media Spec](#)

## OUTLOOK.COM

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x250 728x90 300x600 160x600 320x50	150 KB 150 KB 200 KB 150 KB 50 KB
Initial File Download	HTML5, GIF, PNG, JPEG <i>*Flash NOT supported</i>	300x250 728x90 300x600 160x600 320x50	150 KB 150 KB 200 KB 150 KB 50 KB

## VIDEO AD FORMATS

- [Outstream](#)
- [Bannerstream](#)
- MSN Apps only available in these 24 markets: AU, AT, BR, BE, CA, CN, DN, FI, FR, DE, IN, IE, IT, JP, MX, NL, NO, PT, RU, ES, SE, CH, UK, US. Note: MSN apps only support 320x250 in mobile regardless of OS. The 320x250 is only available for MSN apps on iOS and Android
- Mobile 300x250 is only available on mobile browse, and MSN apps on iOS and Android.

## 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.
HTML5 Required	Conform to all <a href="#">IAB standards</a>
SSL	<b>REQUIRED FOR ALL PUBLISERS</b> Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted. <ul style="list-style-type: none"><li>• All 3rd party content must serve SSL (https) compliant ads.</li></ul>
Z-index	<30,000 is required so the service bar and mega menu do not drop behind the ad.

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Click urls

Click destination URL must open in a new browser.

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## Examples

### MSN Homepage



### Ads in Apps on Windows Phone



### Windows Ads in Apps on MSN



## Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)