

Microsoft Advertising Exchange (MAX)

Last Updated – 3/27/2018

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 MSN, Mobile or Apps**

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	300x250 728x90 300x600 160x600 320x50	150 KB 150 KB 200 KB 150 KB 50 KB

VIDEO AD FORMATS

- [Outstream](#)
 - [Bannerstream](#)
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- 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 IAB standards
SSL	REQUIRED FOR ALL PUBLISERS 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">• 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.

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](#)