



Mobile and Windows In-App Rich Media

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Overview

Mobile and PC App Rich Media Ads are offered to Microsoft Advertisers via our partnership with leading Rich Media providers. These ads are offered in both In-Banner and Expandable formats.

Microsoft's Mobile Display Advertising complies with the [Mobile Advertising Guidelines](#) as produced by the IAB and Mobile Marketing Association (MMA). See MRAID 1.0 (Full) [[IAB SPEC](#)].

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	See Publisher-Supported Sizes	35 KB
Initial File Download	HTML5 JavaScript	See Publisher-Supported Sizes	35 KB
Secondary (Polite) File Download	HTML5 JavaScript	See Publisher-Supported Sizes	IAB Best Practice
User-initiated File Download	HTML5 JavaScript	See Publisher-Supported Sizes	IAB Best Practice

Ad Specifications

Publisher-Supported Sizes

Mobile Apps

- In-Banner
 - **3P:** 300x50, 480x80
 - **MSN:** 320x50, 300x250
 - **Skype:** 320x50
- Expandable
 - **3P:** 300x50→Full Screen (min 300x250), 480x80→Full Screen (min 480x480)
 - **MSN, Skype:** 320x50→Full Screen (min 320x480)

PC Apps

- In-Banner
 - **3P:** 160x600, 250x250, 250x510, 728x90
 - **MSN:** 300x250, 300x600, 728x90
 - **Skype:** 300x250, 300x600
- Expandable
 - **3P:** 160x600→1366x768, 250x250→1366x768, 250x510→1366x768, 728x90→1366x768
 - **MSN, Skype:** 300x250→1366x768, 300x600→1366x768

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).
Close Button	Expanded ad unit must include a close button marked with "Close X" in the upper right corner. Font 8 pt (11px) – 16pt (21px).
Animation/Looping Limit	Animation is allowed in In-Banner and Expandable units; duration 30 seconds. 3 times max looping within max duration.
Audio Specifications/Limit	Allowed in Expand panel only, not within In-Banner unit; user initiated only and never automatic. Duration 30 seconds.
Audio	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	Allowed in Expand panel only, not within In-Banner unit; user initiated only and never automatic.

	<p>User initiated video has 30 seconds max length, 2.2 MB file weight for progressive. Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.</p>
HTML5 Required	Conform to all IAB standards
Flash	Not Supported
SSL	<p>MSN Mobile 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.</p>
Click urls	<p>Click destination URL must open in a new browser. For Mobile App, landing pages must be mobile optimized.</p>
Important Call-outs	<p>3rd Party Rich Media Ad Behaviors and Features Accepted:</p> <ul style="list-style-type: none"> • In-Banner <ul style="list-style-type: none"> ○ Click to Web / App ○ Click to Full-Screen ○ Dynamic ○ Other MRAID 1.0 features generally supported, exceptions may apply. • Expandable <ul style="list-style-type: none"> ○ Click to Web / App ○ Audio ○ Video ○ Dynamic ○ Other MRAID 1.0 features generally supported, exceptions may apply. • Interstitial <ul style="list-style-type: none"> ○ Not accepted at this time
Data Reported	<p>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.</p>
Data Collection	<p>Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads). Advertisers may be required to</p>

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



Policies and guidelines

[Creative Acceptance Policy](#)