Microsoft Audience Network (MSAN) Creative specifications

Last updated – 3/4/2018

OVERVIEW

Microsoft Audience Ads allow you to immerse your brand within publisher sites to reach the right audience, at the right time, within the right context. This winning combination drives engagement, click-through rate (CTR), cost per acquisition (CPA) and more to enhance your campaign performance.

Getting started is simple. Upload an image, copy and a URL into Bing Ads, and Bing Ads formats your content to match the unique look and feel of the publisher site, whether it’s displayed on a smartphone, tablet or laptop.

DELIVERABLES

<table>
<thead>
<tr>
<th>Ad components</th>
<th>File type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>JPEG or PNG</td>
<td>Recommended: 1200x628 or higher Minimum: 703x368</td>
</tr>
<tr>
<td>Short headline</td>
<td>Text</td>
<td>25 characters max</td>
</tr>
<tr>
<td>Long headline</td>
<td>Text</td>
<td>90 characters max</td>
</tr>
<tr>
<td>Ad text</td>
<td>Text</td>
<td>90 characters max</td>
</tr>
<tr>
<td>Business name</td>
<td>Text</td>
<td>25 characters max</td>
</tr>
<tr>
<td>URL</td>
<td>Text</td>
<td>1024 characters max</td>
</tr>
<tr>
<td>Mobile URL</td>
<td>Text</td>
<td>1024 characters max</td>
</tr>
</tbody>
</table>

CREATIVE BEST PRACTICES FOR MSAN

- Images are recommended to have little or no text for maximum flexibility.
- Some publishers prohibit the use of embedded text within images.
- Images can be cropped or used with headline overlays, which can result in issues if the image is text-heavy.
- If text is required (e.g., legally required/logo issues):
- Consider moving the text to the headlines instead of including in the image.
- Use fewer words.
- Use smaller font size.
- Keep text centered.
- Be sure to leverage the preview tool in the UI.

- Before submitting, ensure images and text look as expected in all ad preview formats using the preview tool in the UI and ensure that there is no text overlay.
- The image must be clearly relevant to the product or service being advertised.
- Image assets used for MSAN share the same dimensions as Google Display Network, Facebook Audience Network and Yahoo Gemini.
SAFE AREA

MSN places “Sponsored” text over the image and crops the image to fit multiple experiences. Use guidelines below to determine safe areas for brand text. These are recommendations for MSN. Other publishers may differ slightly.

1200x628

NOTE: The center red zone can be decreased by using less headline text.

1200x1200
AD VARIANTS

MSN homepage

MSN single carousel 620x370
(Long headline text)

Precision-crafted bicycles that are as joyous to ride as they are to behold.

MSN double carousel 310x330
(Short headline text)

Shop custom bikes

MSN triple carousel (310x166)
(Short headline text)

Precision-crafted Bicycles

MSN triple carousel (206x332)
(Short headline text)

Shop custom bicycles
<table>
<thead>
<tr>
<th>MSN in-article 310x364 (Long headline with ad text)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precision-crafted bicycles that are as joyous to ride as they are to behold.</td>
</tr>
<tr>
<td>Each Contoso Bicycle is hand-assembled to meet your exact specifications.</td>
</tr>
<tr>
<td>Sponsored by Contoso Bicycles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MSN medium headline 306x296 (Long headline text)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precision-crafted bicycles that are as joyous to ride as they are to behold.</td>
</tr>
<tr>
<td>Contoso Bicycles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MSN small headline (306x98) (Long headline text)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precision-crafted bicycles that are as joyous to ride as they are to behold.</td>
</tr>
<tr>
<td>Sponsored by Contoso Bicycles</td>
</tr>
</tbody>
</table>
Microsoft Outlook

Outlook web desktop
(Long headline text)

Contoso Bicycles
Precision-crafted bicycles that are as joyous to ride as they are to behold.

Outlook mobile web
(Long headline with ad text)

Contoso bicycles
Precision-crafted bicycles that are as joyous to ride...
Each Contoso Bicycle is hand-assembled to meet...
EXAMPLE:
MSN homepage PC web

POLICIES AND GUIDELINES
Microsoft Audience Ads policies
Bing Ads policies
Microsoft Native Creative Acceptance Policy