



# Microsoft Audience Network (MSAN)

## Creative specifications

Last updated – 8/10/2018

### 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

<i>Ad components</i>	<i>File type</i>	<i>Dimensions</i>	<i>Max file size</i>
Wide image (1.91:1)	JPEG or PNG	1200x628	300 KB
Square image (1:1)	JPG or PNG	1200x1200	300 KB
Short headline	Text	25 characters max	
Long headline	Text	90 characters max	
Ad text	Text	90 characters max	
Business name	Text	25 characters max	
URL	Text	1024 characters max	
Mobile URL	Text	1024 characters max	

## CREATIVE BEST PRACTICES FOR MSAN

- Images are recommended to have little or no text for maximum flexibility.
- 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

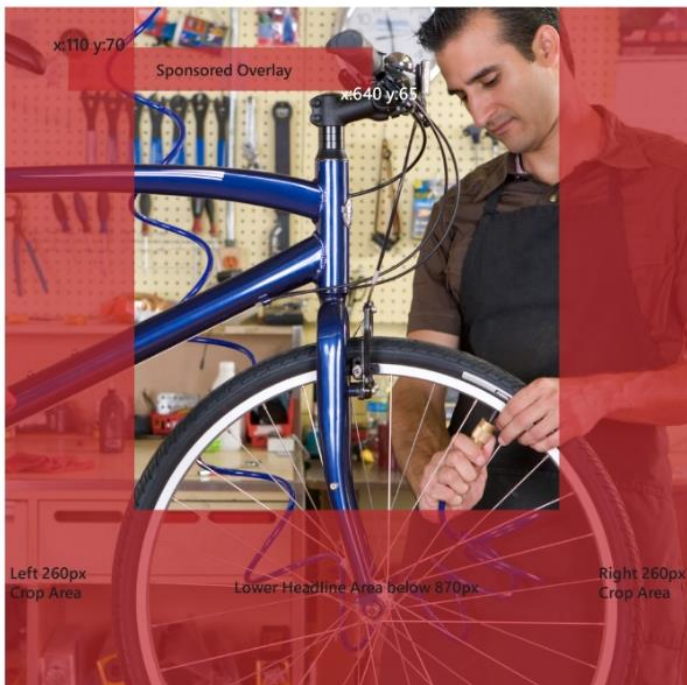
MSN places "Sponsored" text over the image and crops the image to fit multiple experiences. Use guidelines below to determine safe areas for brand text. These are recommendations for MSN. Other publishers may differ slightly.

### 1200x628



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

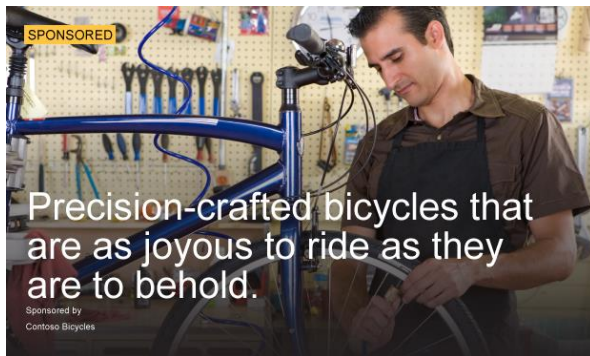
### 1200x1200



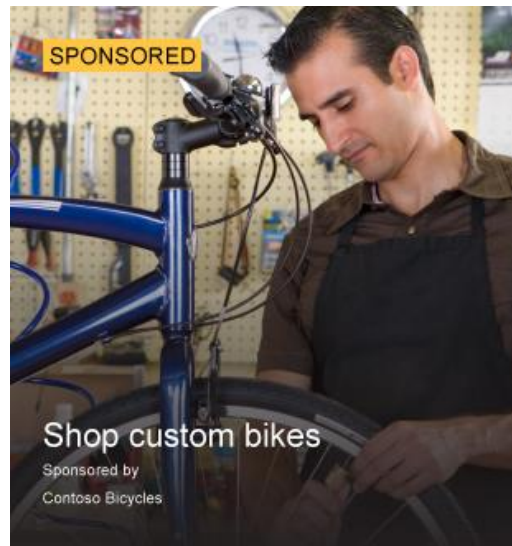
## AD VARIANTS

### MSN homepage

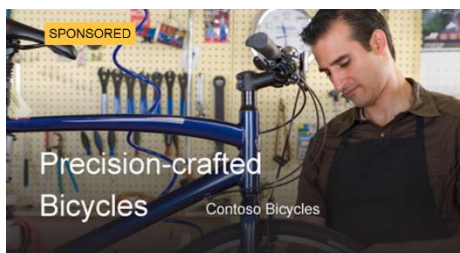
MSN single carousel 620x370  
(Long headline text)



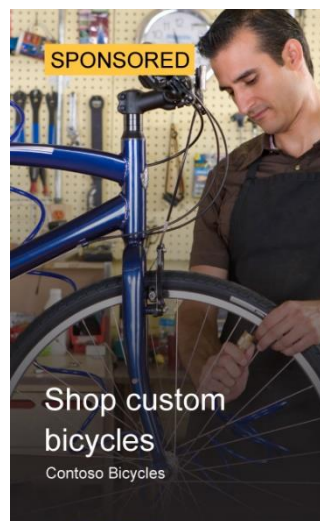
MSN double carousel 310x330  
(Short headline text)



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



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



## MSN articles

MSN in-article 310x364  
(Long headline with ad text)



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

Each Contoso Bicycle is hand-assembled to meet your exact specifications.

Sponsored by Contoso Bicycles

MSN medium headline 306x296  
(Long headline text)



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

Contoso Bicycles | Sponsored

MSN small headline (306x98)  
(Long headline text)



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

Sponsored by  
Contoso Bicycles

## Microsoft Outlook

Outlook web desktop  
(Long headline text)

◀ **Ad** Contoso Bicycles    Precision-crafted bicycles that are as joyous to ride as they are to behold. ▶

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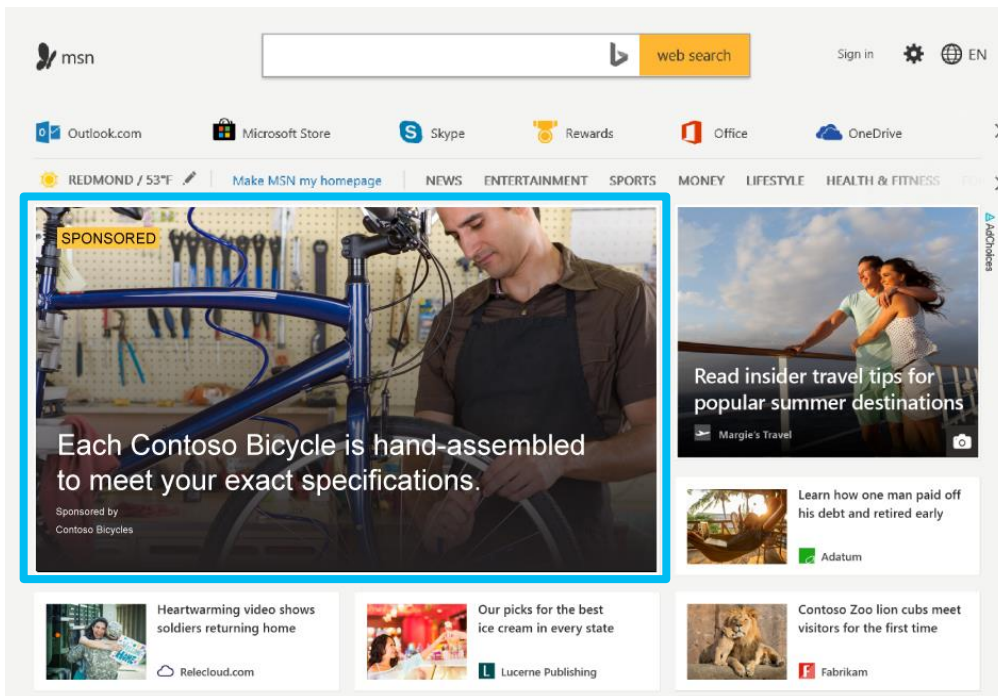
Outlook mobile web  
(Long headline with ad text)

**Ad** 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](#)