



Microsoft Audience Network (MSAN)

Creative specifications

Last updated – 2/21/2019

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>
Image	JPEG or PNG	Recommended: 1200x628 or higher Minimum: 703x368
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.
- 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

Publishers place “sponsored” or “ad” icons typically near the bottom of the image along with the headline and business name text. This should be considered when choosing image content.

MSAN supports individual image cropping to support all aspect ratios for each ad experience. Use of the MSAN preview tool is important to validate each ad experience.



Alternatively, if cropping an individual aspect ratio isn’t enough to resolve issues in the ad preview, then you also have the option to choose a different image for an individual aspect ratio. If you choose to upload an image for an individual aspect ratio, please keep in mind the below image restrictions:

<i>Aspect ratio</i>	<i>File type</i>	<i>Dimensions</i>
1.91:1	JPEG or PNG	Recommended: 1200x628 or higher Minimum: 703x368
1.78:1	JPEG or PNG	Recommended: 1200x674 or higher Minimum: 624x350
1.72:1	JPEG or PNG	Recommended: 1200x698 or higher Minimum: 300x174
1.69:1	JPEG or PNG	Recommended: 1200x710 or higher Minimum: 622x368
1.55:1	JPEG or PNG	Recommended: 1200x774 or higher Minimum: 300x194
1.5:1	JPEG or PNG	Recommended: 1200x800 or higher Minimum: 300x200
1.33:1	JPEG or PNG	Recommended: 1200x902 or higher Minimum: 100x75

1:1	JPEG or PNG	Recommended: 1200x1200 or higher Minimum: 300x300
0.93:1	JPEG or PNG	Recommended: 1116x1200 or higher Minimum: 311x333

AD VARIANTS

Audience Network Wide Image (1:91:1)



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.

Ad Contoso Bicycles

Edge single carousel (1:78:1)



Precision-crafted bicycles that are as joyous to ri...

Ad Contoso Bicycles

Edge medium headline (1:72:1)



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

Ad Contoso Bicycles


MSN single carousel (1:69:1)



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

Ad Contoso Bicycles


MSN medium headline (1.55:1)



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

Ad Contoso Bicycles

MSN in-article ad (1.5:1)




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.

Ad Contoso Bicycles


MSN small headline (1.33:1)



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

Ad Contoso Bicycles

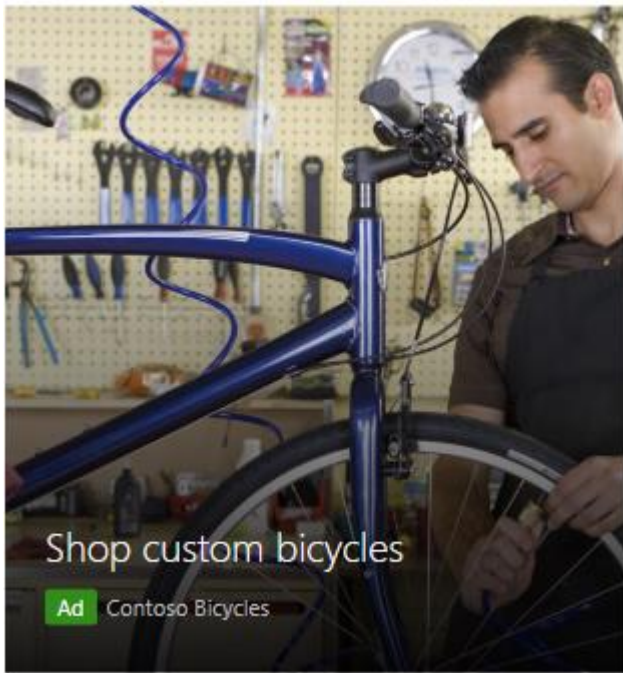
Audience Network Square Image (1:1)



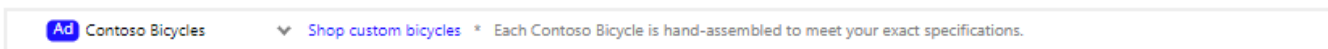
Shop custom bicycles

Ad Contoso Bicycles

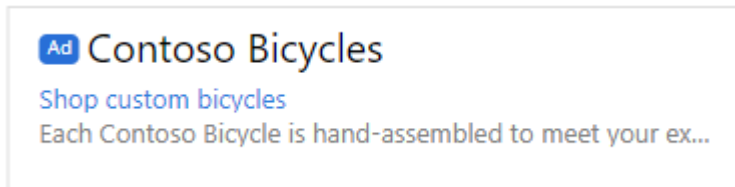
MSN double carousel (0.93:1)



Outlook web desktop (text)

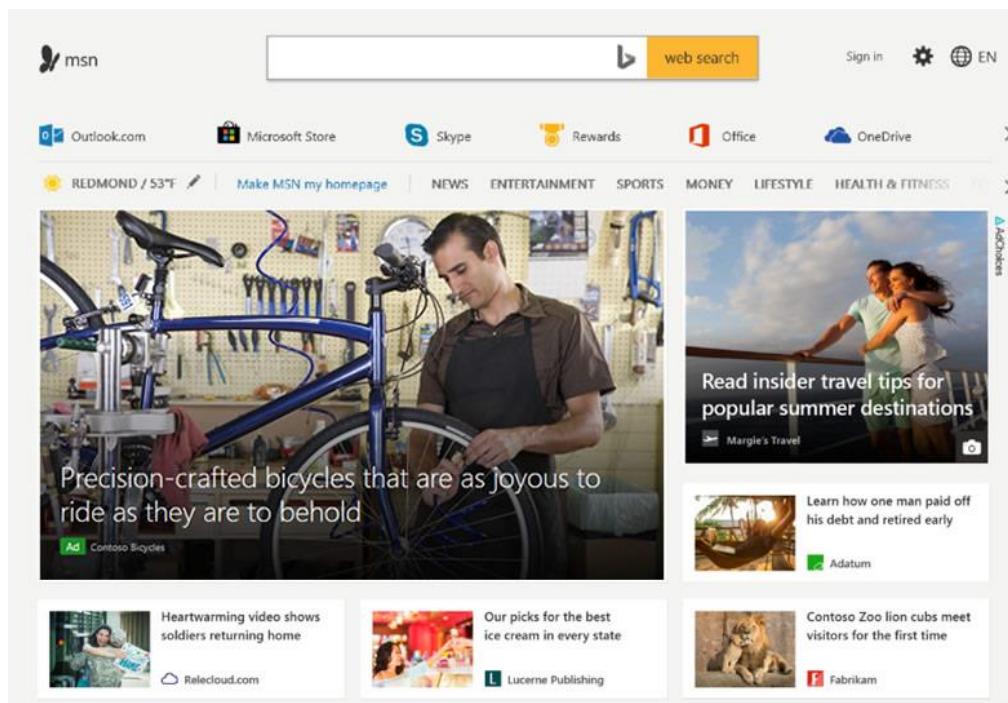


Outlook mobile web (text)



EXAMPLE:

MSN homepage PC web



POLICIES AND GUIDELINES

[Microsoft Audience Ads policies](#)

[Bing Ads policies](#)

[Microsoft Native Creative Acceptance Policy](#)

