



MSN Custom Header

Last Updated – 3/14/2018

Overview

The MSN Custom Header Ad is offered to Microsoft advertisers via our partnership with leading Rich Media providers.

The MSN Custom Header Ad takes advantage of the responsive design of MSN. An Advertiser can choose to display a single creative across all three page widths (2-, 3-, 4-column views), or can customize the creative for each of the page widths. The creative can re-animate on page resize, if desired. The user can hide the ad experience and then reopen it later, similar to the Billboard experience.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	JPEG	970x250	250 KB
Initial File Download	HTML5	1272x328, 970x250, 628x162	250 KB
Secondary (Polite) File Download	HTML5	1272x328, 970x250, 628x162	500 KB
User-initiated File Download	HTML5	1272x328, 970x250, 628x162	2.2 MB
Host Initiated Video	MP4	15 Seconds Max	1.1 MB
User Initiated Video	MP4	30 Seconds Max	Progressive: 2.2 MB Streaming: No Limit

Ad Specifications

Responsive Design

4-column ad dimension:

- 1272x328 Initial Size
- 1272x92 Backup Image Size

3-column ad dimension:

- 970x250 Initial Size
- 970x70 Backup Image Size

2-column ad dimension:

- 628x162 Initial Size
- 628x45 Backup Image Size

For different creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 2-, 3-, and 4-column view sizes.

For the same creative to serve across 2-, 3-, and 4-column views, please provide Microsoft with assets in 4-column view sizes only. It is up to the Advertiser to ensure that the creative design elements, such as text, are of sufficient size when scaled to fit a smaller ad dimension.

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

A 'X Hide Ad' button is required in the language the ad will be served in the upper right corner.

Show Ad Button

A standard 88x31 pixel IAB Leave-behind "Show Ad" icon is required in the language the ad will be served when the ad is hidden. The width of the Leave-behind may be slightly larger to accommodate the language characters used.

Animation/Looping Limit

Allowed; duration 30 seconds

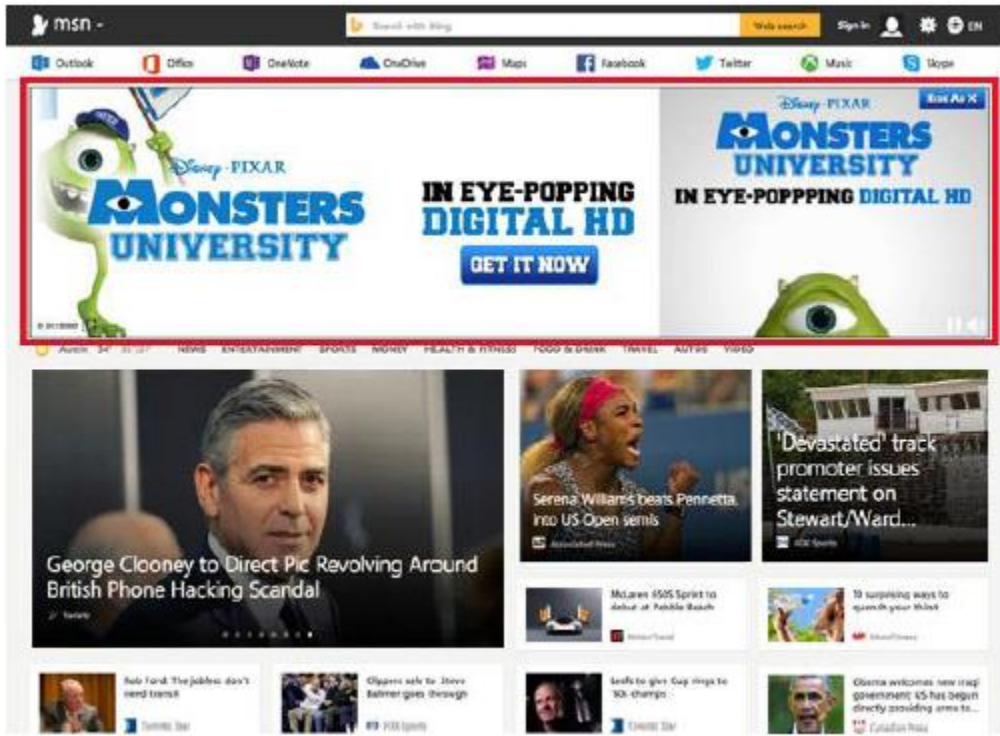
Audio Specifications/Limit

Allowed; user initiated only

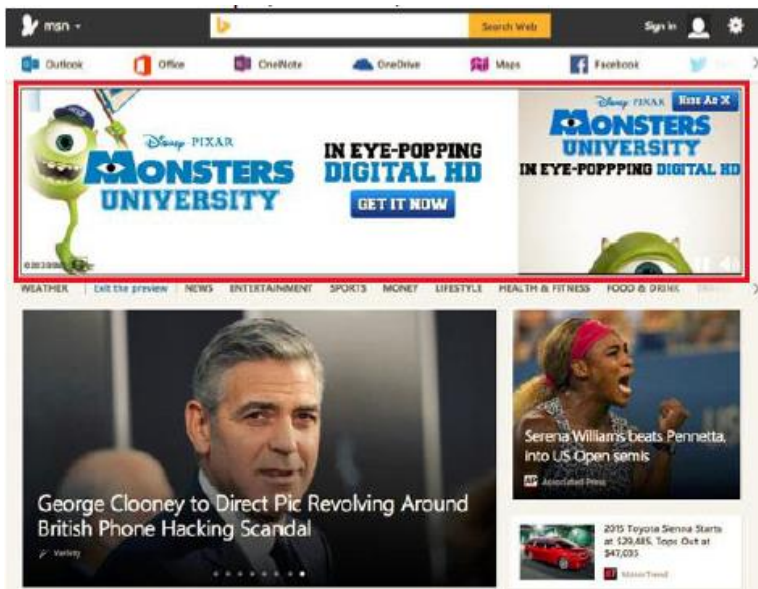
Audio	Audio must be user-initiated and never automatic. Audio on/off toggle button must be present at all times when sound is available. All ad audio must be muted or paused on click-through.
Video	Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
HTML5 Required	Conform to all IAB standards
Flash	Not Supported
SSL	MSN 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.
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.
Data Reported	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.
Data Collection	Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads). Advertisers may be required to 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

MSN Custom Header Example (4-column view)



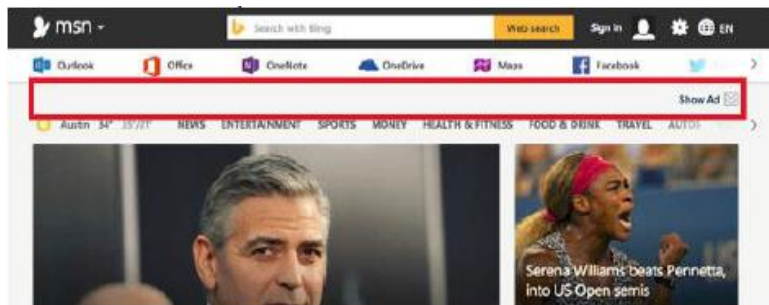
MSN Custom Header Example (3-column view)



MSN Custom Header Example (2-column view)



MSN Custom Header Example (Hidden ad view)



Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)