



# MSN Mobile Browse Rich Media

Last Updated – 3/9/2017

## Overview

The MSN Mobile Browse Rich Media Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

In-Banner Rich Media is supported for both sizes – 320x50 and 300x250. The 320x50 ad placement also supports Expandable Banner Rich Media. On initial tap, a panel will expand to 320x416 or Full Screen. On tap-to-close, the expand panel will collapse.

## Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	320x50, 300x250	50 KB
Initial File Download	HTML5 JavaScript, Animated GIF	320x50, 300x250	200 KB
Secondary (Polite) File Download	HTML5 JavaScript, Animated GIF	320x50, 300x250	300 KB
User-initiated File Download	HTML5 JavaScript, Animated GIF	Full Screen (min 320x416)	1.5 MB

## Ad Specifications

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 8pt (11px) – 16pt (21px).
Animation/Looping Limit	Allowed without user initiation in the in-banner and expanded banner units. Duration 30 seconds. 3 times max looping within max duration.
Audio Specifications/Limit	Allowed; user initiated only and never automatic.
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 300x250 in-banner only Allowed in 320x50 expanded banner only Non-user initiated video has 15 sec max length, 2.2 MB file weight. User initiated video has 30 seconds max length, 2.2 MB file weight for progressive and unlimited file weight for streaming video. Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
HTML5 Required	Conform to all <a href="#">IAB standards</a>
Flash	Not Supported
SSL	<b>MSN Mobile requires SSL ad serving.</b> 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.
Click urls	Click destination URL must open in a new browser. Landing pages must be mobile optimized.
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

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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.

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## Examples



## Policies and guidelines

[Creative Acceptance Policy](#)