



# MSN Responsive Skin

Last Updated – 8/9/2018

## Overview

The Responsive Skin Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

The Skin 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 banner element of the Skin Ad is always 120px high and snaps in width to match column width of the page.

The side rail elements align with the edges of the banner (top 120px). The rails and banner do not collapse and no close/collapse button is visible.

## Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Rails Initial File Download	HTML5	1600x754, 1264x754, 1152x754, 942x754, 836x754	300 KB (each dimension)
Banner Initial File Download	HTML5	1600x120, 1264x120, 1152x120, 942x120, 836x120	300 KB
Secondary (Polite) File Download	HTML5	1600x120, 1264x120, 1152x120, 942x120, 836x120	400 KB
User-initiated File Download	HTML5	1600x120, 1264x120, 1152x120, 942x120, 836x120	3 MB

## Ad Specifications

Location	MSN Desktop (MSN Homepage & MSN Sponsorships)
Responsive Design	<p>1600x754 ad dimension:</p> <ul style="list-style-type: none"><li>• Width: up to 146px visible in each L and R rail</li><li>• Height: 120px always visible on top</li></ul> <p>1264x754 ad dimension:</p> <ul style="list-style-type: none"><li>• Width: up to 64px visible in each L and R rail</li><li>• Height: 120px always visible on top</li></ul> <p>1152x754 ad dimension:</p> <ul style="list-style-type: none"><li>• Width: up to 84px visible in each L and R rail</li><li>• Height: 120px always visible on top</li></ul> <p>942x754 ad dimension:</p> <ul style="list-style-type: none"><li>• Width: up to 52px visible in each L and R rail</li><li>• Height: 120px always visible on top</li></ul> <p>836x754 ad dimension:</p> <ul style="list-style-type: none"><li>• Width: up to 88px visible in each L and R rail</li></ul> <p>Height: 120px always visible on top</p>
Close Button	Not supported
Animation/Looping Limit	Allowed; duration 30 seconds
Audio Specifications/Limit	Allowed; user initiated only (Banner only)
Audio	<p>Audio must be user-initiated and never automatic. Audio on/off toggle button must be present at all times when sound is available.</p> <p>All ad audio must be muted or paused on click-through. (Banner only)</p>
Downlevel Experience	Required: 728x90 static image for use as a downlevel experience on unsupported browsers
HTML5	Conform to all <a href="#">IAB standards</a>
Flash	Not Supported

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SSL	<b>MSN 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.
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.
Important Call-outs	Brand attributes and brand product shots are allowed in the top 120px area, as well as in the right and left rails. It is up to the Advertiser to ensure that the creative design elements (such as text) are of sufficient size to be acceptable when scaled to fit a smaller ad dimension.
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.

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## Standard Skins

A Standard Skin is defined as an industry standard, single asset skin with the center 970px reserved for site content. Due to the dynamic column widths of MSN, Standard Skins are incompatible and cannot be served to MSN.

## Policies and guidelines

[Creative Acceptance Policy](#)

[Microsoft Display Ads Performance Standards](#)