

MSN Native

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Overview

Native ads allow the advertiser to immerse their brand within the MSN sites to reach the right audience, at the right time, within the right context. This winning combination drives engagement, CTR, CPA, and more to enhance your campaign performance.

Getting started is simple. Upload an image, logo, copy, and URL into the AppNexus console (or integrated bidder) and the technology 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>
Main Image	GIF, JPEG or PNG	Aspect Ratio 1.91:1	200 KB
Logo	GIF, JPEG or PNG	Aspect Ratio 1:1	60 KB
Title	Text	25 characters max	
Sponsor (Brand)	Text	< 25 characters	
URL			

Creative Best Practices for Programmatic Native

- Turbo-charge your call-to-action: Immediately highlight your main point with eye-catching wording to create urgency and drive engagement.
- Choose compelling images: People, particularly shown experiencing an emotion associated with your headline, increase impact. Also, avoid text overlays on image assets.

- Center main content: Avoid clutter and ensure important visual elements, particularly people, are centered in your image asset.
- Be bold with color: Use vibrant colors to create focus and interest in your native ads.

Example:

MSN Homepage PC Web

The screenshot shows the MSN homepage with a search bar at the top and various navigation links. A prominent sponsored advertisement for SlimFast is highlighted with a red border. The ad features a black container, a shaker cup, and a glass of smoothie, with the text 'SlimFast Weight Loss Challenge - Pick A Date, Lose The Weight'. Below the ad, there are several news snippets and a 'TRENDING NOW' section. A large 'zulily' advertisement for shoes is also visible on the right side of the page.

Policies and guidelines

[Microsoft Native Creative Acceptance Policy](#)