



# Skype Audio Conversation

Last Updated – 3/9/2017

## Overview

The Skype Audio Conversation Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

The Skype Audio Conversation Ad runs in 1:1 audio call only to free users only and is positioned above the fold adjacent to profile pictures. No expanding, video, or audio is allowed. The ad refreshes each time the page is reloaded and a new ad call is made.

## Deliverables

| <i>Ad components</i>             | <i>File Type</i> | <i>Dimensions</i> | <i>Max File Size</i> |
|----------------------------------|------------------|-------------------|----------------------|
| Backup Image                     | GIF or JPEG      | 300x250, 300x600  | 40 KB                |
| Initial File Download            | HTML5            | 300x250, 300x600  | 40 KB                |
| Secondary (Polite) File Download | HTML5            | 300x250, 300x600  | 100 KB, 150 KB       |

## Ad Specifications

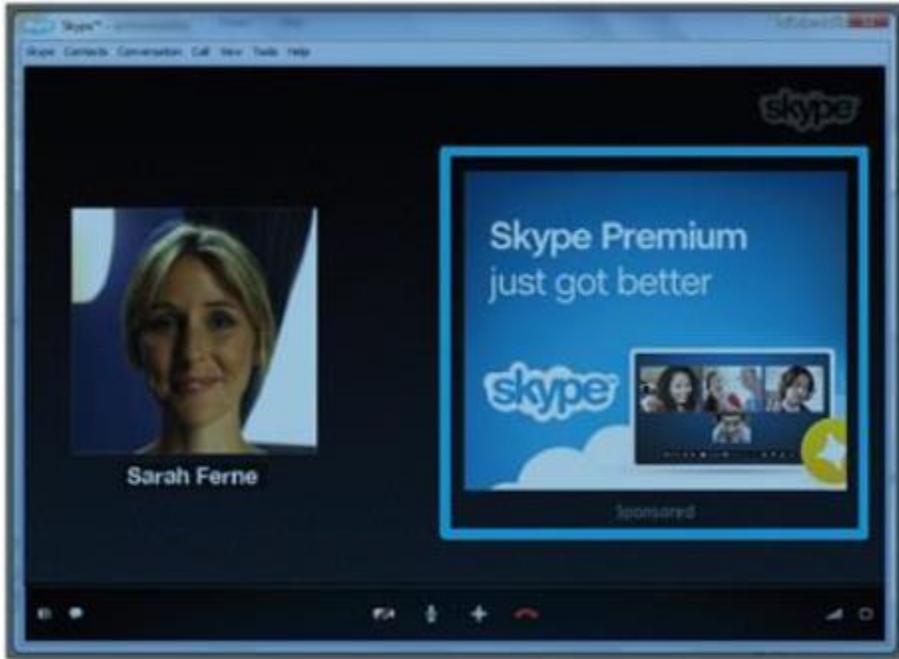
|                            |  |
|----------------------------|--|
| Border                     | Creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used). |
| Animation/Looping Limit    | Allowed; duration 30 seconds. Loop Limit: 3, not exceeding 30 seconds.   |
| Audio Specifications/Limit | Not allowed  |

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|                     |   |
|---------------------|---|
| Video               | Not allowed   |
| HTML5               | Conform to all <a href="#">IAB standards</a>  |
| Flash               | Not Supported   |
| SSL                 | <b>Skype requires SSL ad serving.</b> Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted.<br>All 3rd party content must serve SSL (https) compliant ads.   |
| Z-index             | Z-index for rich media ads should be set to 1000000 and wmode=opaque  |
| Important Call-outs | Ads cannot mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval.<br>The cursor may not be altered in any way by the ad.<br>Flash <b>not</b> supported.  |
| 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. |

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## Examples



Policies and guidelines

[Creative Acceptance Policy](#)