



Skype Click to Full Screen

Last Updated – 3/9/2017

Overview

The Skype Click to Full Screen Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

When the user sees a 300x250 ad unit on the Skype main window, a 'Full Screen' message is visible to let the user know they can click to view the ad in Full Screen. The ad can subsequently be closed using the close button returning the user to the default view.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x250	40 KB
Initial File Download	HTML5	300x250	40 KB
Secondary (Polite) File Download	HTML5	300x250	100 KB
User-initiated File Download	HTML5	300x250	2.2 MB

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).
Full Screen	The full screen state will resize to fit the user's screen. It is advisable to consider the ad suits the different possible resolutions.

Close Button	Full Screen ad unit must include a close button marked with "Close X" which must always be visible.
Animation/Looping Limit	Allowed; duration 30 seconds. Loop Limit: 3, not exceeding 30 seconds.
Audio Specifications/Limit	Allowed; user initiated only. Duration 30 seconds.
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	Non-user initiated video has 30 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	Conform to all IAB standards
Flash	Not Supported
SSL	Skype 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	Z-index for rich media ads should be set to 1000000 and wmode=opaque.
Click urls	Click destination URL must open in a new browser.
Click to Call Functionality	Supported within 3 rd party tag only, not site-served.

Important Call-outs	Ads cannot mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval. The cursor may not be altered in any way by the ad. Flash is not 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.

Policies and guidelines

[Creative Acceptance Policy](#)