



Skype Expandable Connection Hub

Last Updated – 3/9/2017

Overview

The Skype Expandable Connection Hub Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

When a user selects a contact from their contact list to open the Connection Hub, a 728x90 appears in a collapsed state at the top of the Connection Hub screen (above contact information and call options). The user may click the expand button to initiate the panel expansion. The 728x90 pushes content down (no over the page) to 728x315 in size. The ad may contain user initiated video, sound and other interactivity. The user may collapse the ad to its original size by clicking the "Close X" button. All audio and video stops and the screen returns to its load state.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	728x90	50 KB
Initial File Download	HTML5	728x90	50 KB
Secondary (Polite) File Download	HTML5	728x90	100 KB
User-initiated File Download	HTML5	728x315 (down)	5 MB

Ad Specifications

User-initiated Expand

Expansion must be click-initiated.
Expansion must push the page content down. No overlaying.

	On click-through, expanded panel must collapse and audio and video must stop.
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).
Close Button	Expanded ad unit must include a close button marked with "Close X" in the bottom right corner.
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	Video must be progressive load. Minimum video controls required for all video players: Play/Pause and Mute/Unmute button.
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.
HTML5	Conform to all IAB standards
Flash	Not Supported
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 **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.

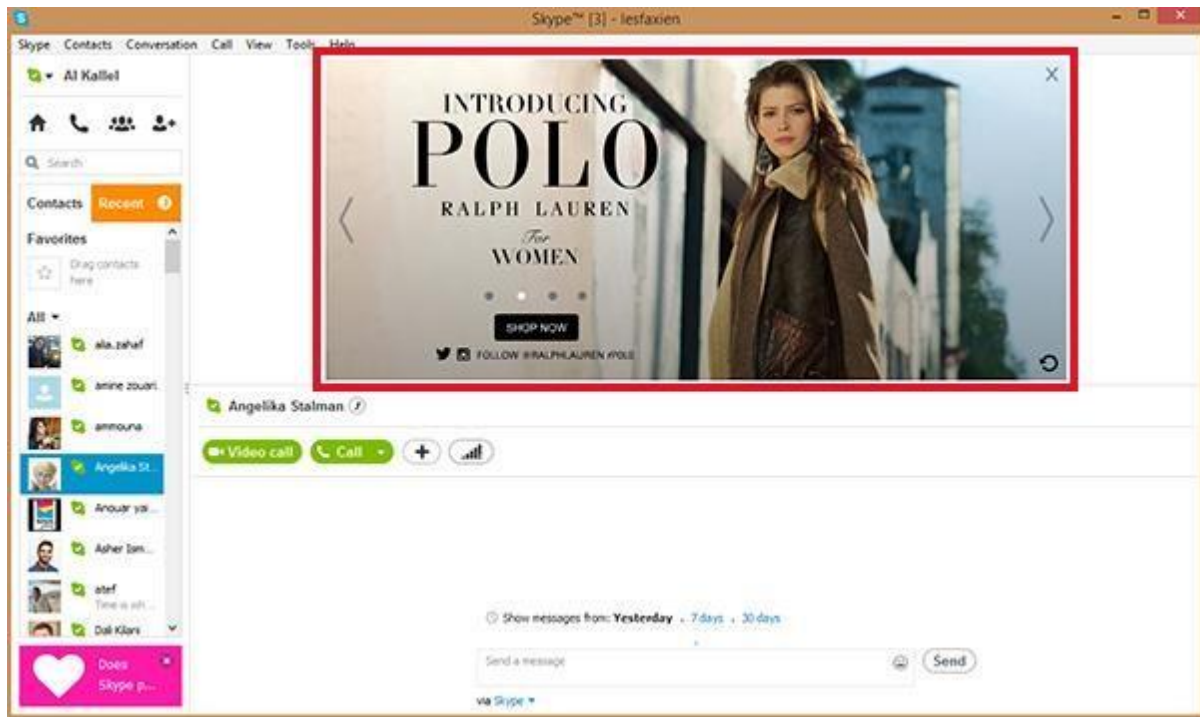
Data Collection

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.

Ad Experience



Expanded



Policies and guidelines

[Creative Acceptance Policy](#)