



Skype Homepage Masthead Expanding

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Overview

The Skype Homepage Masthead Expanding Ad is offered to Microsoft Advertisers via our partnership with leading Rich Media providers.

When a user opens Skype Client for desktop, the collapsed 650x170 ad unit appears below the button bar on the main content area. The expand panel initiates by clicking on the expand ad button. The 650x340 pixel expand panel can contain video, sound, or other interactivity. To collapse the ad to the original size, the user clicks the "Close X" button in the lower right hand corner.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	650x170	40 KB
Initial File Download	HTML5	650x170	40 KB
Secondary (Polite) File Download	HTML5	650x170	150 KB
User-initiated File Download	HTML5	650x340 (down)	5 MB

Ad Specifications

User-initiated Expand

Expansion must be click-initiated.

On click-through, expanded panel must collapse 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	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.

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.
Click to Call Functionality	Supported within 3 rd party tag only, not site-served.
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](#)