



Skype In-Banner Connection Hub Ad

Last Updated – 3/9/2017

Overview

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

The new Skype Client Chat ad redesign displays the best ad placement based on client window size. When the user opens the Skype Client and selects a contact from their contact list, the Connection Hub opens. One of five available ad sizes will be displayed (only one) based on the dimensions of the chat window. 320x50, 300x250, 160x600, 300x600 or 728x90. If the user resizes, the screen will redraw with the most appropriate ad size.

Deliverables

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	320x50, 300x250, 160x600, 300x600 or 728x90	60 KB
Initial File Download	HTML5	320x50, 300x250, 160x600, 300x600 or 728x90	60 KB
Secondary (Polite) File Download	HTML5	320x50, 300x250, 160x600, 300x600 or 728x90	100 KB
User-initiated File Download	HTML5	320x50, 300x250, 160x600, 300x600 or 728x90	2.2 MB

Ad Specifications

Cropping

It is possible that in certain screen dimensions the 728x90 and 160x600 ad placements may be cropped. It is up to the Advertiser to ensure that the creative design elements such as Advertiser branding, logos and CTA are positioned as detailed below to avoid cropping on client window resize.

1. For 728x90 ad size, up to 145 pixels (~20% of default ad size) may be cropped from the right side.
2. For 160x600 ad size, up to 120 pixels (~20% of default ad size) may be cropped from the bottom.

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

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

User Initiated
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 into 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.
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

Chat Window

Notes:
 User only sees one ad at a time.
 UI uses the following Fallback logic

Ad container A
 Width > 900px and Height > 600px → show A1 (100% viewability). If no A1 ad then fallback to A2
 Width > 900px and Height < 600px → show A2

Ad Container B
 Width between 750px and 900px (no min height) → show B1 (85% viewability) – no fall back

Container C
 Width between 582px and 750px (no min height) → Show C1 (up to 80% viewability)
 Width < 582 (no min height) → show C2

Ad Dimensions:
 B1: 160x600
 A1: 300x600 OR
 A2: 300x250
 C1: 728x90 or C2: 320x50

Width: Refers to chat area (excludes 'me' column: Recent, Contact, Favs)

Height: Refers to height of app (top to bottom, no exclusions)

Policies and guidelines

[Creative Acceptance Policy](#)