Standard (Mobile)

Last Updated – 3/9/2017

Overview

The MSN Standard Ad consists of an IAB compliant basic image / text ad. Standard in-banner animation is allowed. Rich Media is not allowed.

Deliverables

Ad components	File Type	Dimensions	Max File Size
Backup Image	GIF or JPEG	300x50, 250x510, 250x250, 480x80	40 KB
Initial File Download	GIF, JPEG, HTML5	300x50, 250x510, 250x250, 480x80	40 KB

Ad Specifications

Border	Initial size ad 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 15 seconds
Audio	Not Allowed
Video	Not Allowed
Z-index	<30,000 is required so the service bar and mega menu do not drop behind the ad.

Click urls	Click destination URL must open in a new browser.
HTML5 Required for animation.	Conform to all [IAB standards](#)
Flash	Not Supported
SSL	**MSN Mobile 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.
Important Call-outs	Any 728x90 Ad in 2-column view on MSN will be clipped by 100 pixels on the right side. It is up to the Advertiser to ensure that the creative design elements such as Advertiser branding, logos, and CTAs are not positioned in the right 100 pixels if desired. In 3-column view and 4-column view (full screen), the 728x90 Ad appears in full.
Data Reported	If ads are 1st party served, Client can provide one impression and one click tracking pixel for ad requests and click-through data collection. Microsoft cannot guarantee 3rd party served creative reporting within the Microsoft reporting system.
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](#)