

Banner: 728x90 Standard

Data Reported:

Ad requests & click-through. MSN will NOT be reporting on click-through for 3rd party served rich media (i.e. Flash served by a 3rd party serving agency).

Creatives:

Width	Height	Text Length	Flash File Weight	GIF/JPG File Weight	MSN Served File Types	Third Party Served File Types
728	90	n/a	30k	20k	Flash, GIF, JPEG, HTML	Flash, GIF, JPEG, HTML, DHTML, Javascript/jscript

Product Type	Overall Dimensions	Click-thru URL Limit	Audio Limit	Ad Duration	Animation Max. Length (in seconds)	Loop Limit	Alt Text Limit
Banner	728x90	450 characters	Unlimited within File Weight		15	Unlimited within 15 seconds	65 char. incl. spaces

Ad Specifications:

- Creative must fill the entire 728x90 space.
- Audio must be user-initiated and never automatic
- Audio insertion into flash file may begin no earlier than the second frame.
- If audio is used, creative must include an On/Off switch for users.
- All DHTML creative submissions need to have an accompanying default graphic that is shown to users that do not have IE 4.0 or higher
- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating. Avoid experiences that 'break-through' the page or abuse the content.
- 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)
- Ad opens into new browser.
- **All flash creative work must include SWF file as well as an alternative image (GIF/JPG) which is served to users whose system does not support Flash.**
- In order to traffic Flash ads and get accurate click-through tracking, **all SWF files must be coded with either a getURL clicktag or a FSCommand. The campaign URL should not be embedded.** If URL is embedded into the SWF file, MSN will not register clicks. For detailed information on Flash specs, visit [Flash guidelines](#).

```
Finished (FSCommand) button script:
on (release) {
    fscommand("URL1");
}
```

```
Finished (get URL) button script:
on (release) {
    getURL(clickTAG, "_blank");
}
```

Ad Submission Guidelines:

- Submit all advertising elements and URLs for MSN Finland to msnfiad@microsoft.com

Creative Processing Turnaround Times SLA

Turnaround Time	Creative Type	
2 full business days	<ul style="list-style-type: none"> ▪ Locally served gif ▪ 3rd party served gif* 	<ul style="list-style-type: none"> ▪ Featured Offers
3 full business days	<ul style="list-style-type: none"> ▪ 3rd party served HTML ▪ HTML ▪ Flash 	<ul style="list-style-type: none"> ▪ MSN Rich Media (processed by Ops)
4 full business days	<ul style="list-style-type: none"> ▪ JavaScript/DHTML/Netshow 	<ul style="list-style-type: none"> ▪ MSN Rich Media (sent to Test)
5 full business days	<ul style="list-style-type: none"> ▪ Hard coded ads 	
10 full business days	<ul style="list-style-type: none"> ▪ Advertorials 	<ul style="list-style-type: none"> ▪ Streaming Media

Examples:

- GIF/JPEG Creative/copy changes that should start on a Monday morning must be received by the beginning of the business day PST/PDT the previous Thursday.
- Hard coded creative/copy changes that should start on a Monday morning must be received by the beginning of the business day PST/PSD the previous Monday.
- One week advanced notice is recommended for new advertisers.

Note: Any element not meeting spec will be returned for revision, which may delay the expected live date. If you have any questions regarding creative submissions, please e-mail your Microsoft Account Executive or Account Manager.

Disclaimers:

(A) Click-through tracking is not available on the following advertising elements:

- HTML advertising elements that use method="POST" for form submittal.
- Rich media elements that use embedded or compiled URL information (Macromedia Flash creatives that do not use the FS command, for example).
- Third party served HTML (IFrame) campaigns.

(B) Cache-busting is available automatically for pre-approved third party served agencies, others by request only. Exception: Third party served click URLs for hard-coded placements (text links, etc.) are not cache busted. Therefore, MSN click data for hard-coded placements using third party served click URLs may not match click data from the third party agency. Please enter the Cache busting tags; MSN is not responsible for entering these tags.

(C) Different MSN properties (CNBC on MSN Money, MSN Hotmail, etc.) have different rich media acceptance requirements. Please consult the MSN Advertising website for the most current specifications:

- [MSN Rich Media Guide](#)
- [MSN Rich Media Solutions](#)
- [Third Party Rich Media](#)
- [Individual site pages for product acceptance](#)
- [Creative Acceptance Policy](#)

(D) Reserved parameters:

- The PID= parameter is currently used by the MSN reporting system. If any linking URL contains this parameter click-through data will not be recorded for the ad placement. This parameter has no current workaround; escaping/encoding will not work.
- The CLICK= parameter was previously used in click-through tracking URLs on TPS HTML creatives. This is no longer supported. This applies to all URLs except Unicast Enliven products. This parameter has no current workaround; escaping/encoding will not work.