

## Windows Live Messenger Conversation Window Text Ad

### The End User Experience:

1. Once a conversation window is called, the text link ad will remain present until the window is closed. Even if minimized, the same advertiser will remain. Only when the conversation window is closed ("X'ed out") does that ad go away.
2. A new ad call is made for every conversation window that is created.
3. The ad will remain as long as the window has not been closed.



### Data Reported:

Ad requests & click-through.

### Ad Specifications:

Ad opens into new browser.

### Text Ad:

Width	Height	Text Length	File Weight	Flash File Weight	MSN Served File Types	Third Party Served File Types
n/a	n/a	65 characters	0k	n/a	Text	None

### Additional Specifications:

Product Type	Overall Dimensions	Click-thru URL Limit	Audio Limit	Ad Duration	Animation Max. Length (in seconds)	Loop Limit	Alt Text Limit
Textlink	1x1	400 characters	n/a	n/a	n/a	n/a	65 char. incl. spaces

### Ad Submission Guidelines:

Submit textlink and URL for MSN Finland to [msnfiad@microsoft.com](mailto:msnfiad@microsoft.com)

## Creative Processing Turnaround Times SLA

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

### 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.