

Sizmek Formats

The New MSN

Build Guide

October 2014

Sizmek™

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Overview

This document provides information on all rich media formats that Sizmek supports for MSN globally. MSN launched a new page design across all markets on September 30, 2014 and as a result the list of formats and their specifications were changed. The New MSN has a much more consistent page architecture and format support across markets worldwide. The site is designed with a responsive layout with three different snap views: 2-, 3- or 4-column views for desktop and tablet browsers.

MSN Supported Platforms

The New MSN will support different experience across desktop browsers and tablets.

Full Experience: support will include responsiveness in 2-, 3- and 4-column view, and content stripes that allow for horizontal scrolling of articles and ads.

Mid-level experience: limited feature support that varies by browser. See below

Down-level experience: restricted to single-column view, no rich media support.

Platform	Supported Browser Version	MSN Experience
Windows 7/8+/Surface	Internet Explorer 10+, latest versions of Firefox, Chrome	Full experience
Mac OSX 10.8 & 10.9 / iOS 7+*	Latest version of Safari	Full experience *iOS does not support Flash Ads
Windows 7	Internet Explorer 9	Mid-level experience with 3-column view only
Windows XP/Win 7	Internet Explorer 8	Mid-level experience – see below
All others	All others	Single-column view

The New MSN will have a mobile experience. Third-party ad serving is planned to begin January 2015.

Known Browser Issues

Full Browser Experience

Ads running in the top MPU spot (300x250 or 300x600) of the New MSN homepage will load once on the page. If the browser is resized to or from 4-column view, the ad will be removed from the page and will not reappear until the page is reloaded. This is by site design and only occurs

on the site homepage. This does not affect ads running in the top 1x1 banner (Billboards and Custom Header).

Internet Explorer 8 Browser support

The New MSN only supports rich media on the homepage, article pages and gallery pages. These pages display in a 3-column mode and is not responsive. All other pages including the hub pages (News, Health & Fitness, etc) display a 1-column view that does not display any ads

Mac Safari Browser Support

In the smallest, 2-column view of the site, 300x250 expanding ads displayed within a horizontally scrollable article stripe will be unresponsive. The ad works as expected when viewed in 3- or 4column view. MSN site team investigating this. Support case was handled by Tier 2.

The New MSN Formats

Third-party vendors are only able to support six (6) Flash Rich Media formats at this time. Additional formats will be added by MSN following the relaunch of the site. No HTML5 or mobile formats are currently supported. Third-party mobile ad serving is expected to be available January 2015.

Below is the full list of rich media formats supported by The New MSN and the corresponding Sizmek template. The guidelines below are provided as an overview and are not the complete MSN specification for each format. Please consult the official MSN specification documents. These are available on MSN.com or available through your local MSN office. We have also posted English versions [here](#).

MSN Format	Sizmek Template (Flash)	Dimension
In-Banner Video	Workshop Polite Banner	300Wx250H, 300Wx600H, 728Wx90H
Expanding (Run of Network)	Workshop Expandable Banner	300Wx250H -> 500Wx300H (expand left/down) 300Wx600H -> 560Wx600H (expand left/down) 728Wx90H -> 728Wx200H (expand down)
Expanding (Premium)	Workshop Expandable Banner	300Wx250H -> 944Wx600H (expand left/down) 300Wx600H -> 944Wx600H (expand left/down)
Float	Workshop Expandable Banner -or- Custom template "Single-panel Expandable (beta)" <i>available in Creative Zone</i>	300Wx250H (1272Wx600H Float Stage) 300Wx600H (1272Wx600H Float Stage)
Billboard	Custom template "Billboard" <i>available in Creative Zone</i>	970Wx70H (Ad size / backup image) 970Wx250H (Billboard) 88Wx31H (Leave-behind)

MSN Custom Header	Custom template “Custom Header” <i>available in Creative Zone</i>	1x1* (Ad size) *See below 2-Column 628Wx162H 3-Column 970Wx250H 4-Column 1272Wx328H
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Sample Ads

A set of sample ad source packages is available for download from the MSN Formats block in the Sizmek Creative Zone. The ad IDs are provided below for each format.

General Specifications

- Sizmek Workshop version 5.0.7.2 or later
- Sizmek New Client Mechanism is required for all formats
- AS2 or AS3 for Standard, Expandable and Polite templates
- AS3 only for Billboard, Custom Header and Single-panel expandable (beta)
- Must be published for Flash Player 9 or higher. (Flash Player 10.3 or higher for Custom Header)
- Flash frame rate: 24fps max.
- Expanding format must be click to expand. Expansion by rollover is not allowed.
- Audio is allowed on user-initiation only. Audio can automatically play on a user expand

Format Build Guides

MSN Standard Banner (use Workshop Standard Banner)

Sample Ad IDs:

[300x250 AS2 : 23049638](#)

[300x250 AS3 : 23049633](#)

[300x600 AS3 : 23049658](#)

[728x90 AS2 : 23049668](#)

NOTES:

- AS2 ads MUST be built in Sizmek workshop 5.0.7.2 or later to be compatible with Skype

MSN In-Banner Video (use Workshop Polite Banner)

Sample Ad IDs:

[300x250 AS2 : 23049644](#)

[300x250 AS3 : 23049640](#)

[300x600 AS2 : 23049664](#)

[300x600 AS3 : 23049661](#)

MSN In-Banner Video Continued

Ad Variables	Value	Notes
<i>mdAutoRepositionInterval</i>	200 (Integer)	Maintains panel positioning
Custom Scripts		
<i>http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_Advanced_PoliteBanner_CFV001.js</i>		
<i>http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_DetectBannerHidden_MSN_Prime_CFV001.js</i>		

MSN Expanding or MSN Float (use Workshop Expandable Banner)

Sample Ad IDs for Expandable:

- [300x250 Expanding RON AS2 : 23049648](#)
- [300x250 Expanding RON AS3 : 23049646](#)
- [300x250 Expanding Premium AS3 : 23049650](#)
- [300x600 Expanding Premium AS3 : 23049666](#)
- [728x90 Expanding RON AS3 : 230499676](#)
- [300x250 Float w/ optional Expand AS3 : 23049631](#)
- [300x600 Float w/ optional Expand AS3 : 23049651](#)

NOTES:

- Expand panels must be set to “Transparent” to maintain proper z-index positioning
- My be allowed to sync with an above the fold 728x90 In-banner video unit when purchased as part of an MSN Takeover
- Floats are considered a “Premium” placement and are not allowed to serve RON
- Auto-expansion of Floats should be frequency capped at once per user per day. Replay is allowed
- Floats may include an optional user-initiated expand panel that follows the MSN Expanding (Premium) specification

Ad Variables	Value	Notes
<i>mdAutoRepositionInterval</i>	200 (Integer)	Maintains panel positioning
<i>mdEyeDivZIndex</i>	3 (Integer)	Required z-index for all MSN pages
Custom Scripts		

http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_Advanced_ExpBanner_CFV001.js

http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_DetectBannerHidden_MSN_Prime_CFV001.js

MSN Float (use Custom Template “Single-Panel Expandable” in Creative Zone)

Download Format

Sample Ad ID:

[300x250 Float w/ optional Expand Single Panel AS3: 23049632](#)

NOTES:

- Expand panels must be set to “Transparent” to maintain proper z-index positioning
- Template appears as “Single-panel Expandable (beta)” in Workshop

Download the Single Panel Expandable Build Guide from the Creative Zone for more details about the format.

Ad Variables*	Value	Notes
<i>mdAutoRepositionInterval</i>	200 (Integer)	Maintains panel positioning
<i>mdAutoReposition</i>	Yes (Boolean)	Enables auto repositioning
<i>mdEyeDivZIndex</i>	3 (Integer)	Required z-index for all MSN pages
<i>mdTopOffset</i>	0 (Integer)	Float panel cannot extend above the top of the banner
<i>mdLeftOffset</i>	972 (Integer)	For 1272px panel size; set as appropriate for panel size

Custom Scripts

http://ds.serving-sys.com/burstingres/CustomScripts/PL_SingleExpandable_BETA_NewClient.js

http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_DetectBannerHidden_MSN_Prime_CFV001.js

***Use default template variables except for the ones listed above**

Billboard (use Custom Template in Creative Zone)

Download Format

Sample Ad ID:

[970x70 Billboard AS3: 23049678](#)

NOTES:

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- MSN requires 970W x 70H default image. Both banner and default image must be set to match
- The leave-behind is 88W x 31H “Show Ad” text with icon. No branding is allowed but the language should be localized as appropriate. File is provide in MSN Sample ads package mentioned above.
- No other ad units can be present above the fold or permitted to sync with this format

MSN Billboard Continued

Download the Billboard Build Guide from the Creative Zone for more details about the format.		
Ad Variables	Value	Notes
<i>mdContractedPanelAlign</i>	R (string)	Right aligns the leave-behind banner on the page
<i>mdAutoRepositionInterval</i>	200 (Integer)	Maintains panel positioning
<i>mdAutoReposition</i>	Yes (Boolean)	Enables auto repositioning
<i>mdEyeDivZIndex</i>	3 (Integer)	Required z-index for all MSN pages
Custom Scripts		
http://ds.serving-sys.com/burstingres/CustomScripts/PL_Billboard_NewClient.js		

Custom Header (use Custom Template in Creative Zone)

Download Format

Sample Ad IDs:

[2x2 Custom Header AS3 : 23198066](#)

NOTES:

- Must be published for Flash Player 10.3 or higher. This is **CRITICAL**
- Serves as a 2x2 banner. There are three different default images required which are uploaded as additional assets
- The leave-behind is 88W x 31H Show Ad text with icon. No branding is allowed similar to MSN Billboard.
- No other ad units can be present above the fold or permitted to sync with this format
- Do not use following Actionscript: `stage.scaleMode = StageScaleMode.NO_SCALE`; The template handles all scaling already.

Custom Header Continued

Download the Custom Header Build Guide from the Creative Zone for more details about the format.

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Ad Variables	Value	Notes
<i>mdAutoRepositionInterval</i>	200 (Integer)	Maintains panel positioning
<i>mdEyeDivZIndex</i>	3 (Integer)	Required z-index for all MSN pages
Custom Scripts		
<i>http://origin.demo.mediamind.com/customjs/PL_CustomHeader_CFV001.js</i>		
<i>http://origin.demo.mediamind.com/customjs/PL_CustomHeader_Plugin_MSN_CFV001.js</i>		

Testing Ads on The New MSN

It is currently not recommended to create or ask for demo pages for The New MSN. The best way to test ads in The New MSN is using the Microsoft DAAT Tool (ver. 2.0) to inject an ad tag onto the New MSN live site through an available pagegroup. Please contact Sizmek Support if you need to test an ad but are unfamiliar with the Microsoft DAAT tool.

In most cases, Billboard and Custom Header should be served in the first 1x1 pagegroup that appears in the DAAT Live Mode tab once the page is loaded.

Known Issues

Custom Header

When testing the ad in DAAT, the ad may load misaligned in Firefox browsers. Setting the Download Mode to "Instant" in the Advanced Settings of the ad should fix the issue. This is not expected to occur when the ad is served live.

In Mac Firefox, the ad may not appear after clicking Hide Ad and then Show Ad banner. Ad will appear on refresh.

Building Floats

An MSN Float execution can be supported with either the Workshop Expandable template or the Singlepanel Expandable (beta) template available in the Sizmek Creative Zone. The Single-panel template in the Workshop is not supported at this time.

If the Single-panel Expandable (beta) custom template is used, please read the formats build guide carefully for information on how expansions are reported in the platform.

Skype

Some MSN markets allow run-of-network (RON) formats to also run inside the Skype desktop application. The formats allowed for RON are:

1. 300x250 In-banner Video
2. 300x250 Expanding (RON)

For AS2 ads only, it is essential that the ad be built with Sizmek Workshop 5.0.7.2 or later to ensure compatibility within Skype. Ads built in AS3 are unaffected and will work as expected. If AS2 ads are built with an earlier version of the Workshop, or the version is not known, a preload script may be added to the tag to make the ad compatible with Skype. See below for instructions.

Handling Banner Hide Events

Due to the responsiveness of The New MSN and the article stripes, there are situations where a banner ad may be hidden from view without the user leaving the page. This can be caused by the page being resized, or a user navigating through a horizontal article stripe. In these situations, the ad is not unloaded but hidden on the page. It may become necessary to trigger events in the banner for the ad to function properly. This is specifically necessary if there is video or audio playing within the banner when these events occur. It is also possible for the ad to be displayed again after being hidden due to a second browser resize or stripe navigation.

The custom scripts applied above to each format handle these events automatically for ads that are expanded. Should an ad be hidden by a site resize or stripe navigation, the scripts ensure that the expand panel is closed and all video/audio stopped.

If a unit includes a video in its BANNER Flash file, then the Actionscript below must be included to ensure that the video is halted when the ad is hidden.

The bannerShown() function can also be used to trigger animation within the banner on the event that the banner is unhidden by a browser resize or stripe navigation.

NOTE: This code is only required in an ad's banner file. It is not required in any expanded panel. It is not needed for the following formats:

1. Billboard
2. Single-panel Expandable
3. Custom Header

AS3 Banner Video Code:

```
// Below 2 lines expose the internal functions to JavaScript. DO NOT change!
ExternalInterface.addCallback("bannerHidden",bannerHidden);
ExternalInterface.addCallback("bannerShown",bannerShown);

function bannerHidden()
{
    // this function is called when the script identifies the banner has been hidden
    trace("bannerHidden");
    // tell the video screen player to stop playing if present           if(EBVideoMgr.Current)
    EBVideoMgr.Current.stop();
}
```

```
function bannerShown()  
{  
    // this function is called when the script identifies the banner has been shown  
    trace("bannerShown");  
}
```

AS2 Banner Video Code:

```
import flash.external.*  
  
// Below 2 lines expose the internal functions to JavaScript. DO NOT change the names of the  
// functions.  
ExternalInterface.addCallback("bannerHidden", null, bannerHidden);  
ExternalInterface.addCallback("bannerShown", null, bannerShown);  
  
function bannerHidden()  
{  
    // this function is called when the script identifies the banner has been hidden  
    trace("bannerHidden");  
    // tell the video screen player to stop playing if(EBVideoMgr.Current)  
    EBVideoMgr.Current.stop();  
}  
  
function bannerShown()  
{  
    // this function is called when the script identifies the banner has been shown  
    trace("bannerShown");  
}
```

Configuring Custom Scripts

Custom Scripts must be configured in the Sizmek platform for all ads that support them. Note that all formats and scripts require that the Sizmek New Client Mechanism is selected. This should be on by default.

Configuring in Platform

1. In the Sizmek platform, open an Ad, go to the Setup tab.
2. Select the Advanced Features section, and expand the Custom JS section
3. Cut and paste the required scripts into the text field labeled "Trigger JavaScript on Scripts Pre-load"
4. Multiple scripts can be added by separating each script with a semi-colon.

5. When you are done, click the Save button.

Example of Multiple Script Implementation for Expandable format:

```
http://ds.serving-  
sys.com/BurstingRes/CustomScripts/PL_Advanced_ExpBanner_CFV001.js;http://ds.servingsys.com/BurstingRes  
/CustomScripts/PL_DetectBannerHidden_MSN_Prime_CFV001.js
```

Attaching Skype AS2 Pre-load Script

Ads built with ActionScript 2 (AS2) require using the Sizmek Workshop 5.0.7.2 or later. If this is not possible or the version is not known, a preload script can be added to the tag to allow AS2 ads from previous versions of the Workshop to work properly in Skype. This is ONLY required for AS2 ads built with older versions of the Sizmek Workshop. The preload script below will not affect the performance of other ads.

Instructions

1. In the Sizmek platform, open the placement
2. Expand the Advanced Creative Settings
3. Click the arrow next to "Custom Scripts in Tag"
4. Select "Specify Script Path"
5. Paste the script into the text box:
`http://ds.serving sys.com/BurstingRes//CustomScripts/PL_ie_cachebuster.js";`
6. Click "Generate Code" the script should appear at the beginning of the tag

Skype AS2 Pre-load Script (bold) in Sizmek tag:

```
<script>  
var gstrEbPreLoadScripts = "http://ds.serving sys.com/BurstingRes//CustomScripts/PL_ie_cachebuster.js";  
</script>  
  
<script src="http://bs.serving-  
sys.com/BurstingPipe/adServer.bs?cn=rsb&c=28&pli=9415193&PluID=45&w=1&h=1&ord=[timestamp]&ucm=true&cs=  
1&ncu=$$$$G100B##.1?http://ads1.msn.com/ads/abuiimg/clear.gif##G3##$$&z=50"></script>  
<noscript><a href="###G100B##.1?http://ads1.msn.com/ads/abuiimg/clear.gif##G3##http%3A//bs.serving-  
sys.com/BurstingPipe/adServer.bs%3Fcn%3Drsb%26FlightID%3D9415193%26Page%3D%26PluID%3D45%26Pos%3  
D581729895" target="_blank"></a>  
</noscript>
```

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More Information

Email MSNFormats@sizmek.com or contact Adam McGilvray, Director, MSN Global at adam.mcgilvray@sizmek.com.

Change Log

- October 1, 2014 (v 1.0)

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