

OVERVIEW

Microsoft Audience Ads allow you to immerse your brand within publisher sites to reach the right audience, at the right time, within the right context. This winning combination drives engagement, click-through rate (CTR), cost per acquisition (CPA) and more to enhance your campaign performance.

Getting started is simple.

- For Image Based Ads: Upload an image, copy and a URL and Microsoft Advertising formats your content to match the unique look and feel of the publisher site, whether it's displayed on a smartphone, tablet, or laptop.
- For Video Ads: Upload your video creative via file or a link to where your video assets can be retrieved (ie. WAV, MOV, MP4 etc...). Include headlines, ad text, and audience details and Microsoft Advertising will match the look and feel of the publisher site. Note, Video Ads are currently in closed beta; so may not be available yet to all advertisers. Please get in touch with your account team to know more.

IMAGE BASED AD DELIVERABLES

Ad components	File type	Dimensions
Image	JPEG or PNG	Recommended: 1200x628 or higher. Minimum: 703x368.
Short headline	Text	30 characters max
Long headline	Text	90 characters max
Ad text	Text	90 characters max
Business name	Text	25 characters max
URL	Text	1024 characters max
Mobile URL	Text	1024 characters max

CREATIVE BEST PRACTICES FOR MICROSOFT AUDIENCE NETWORK

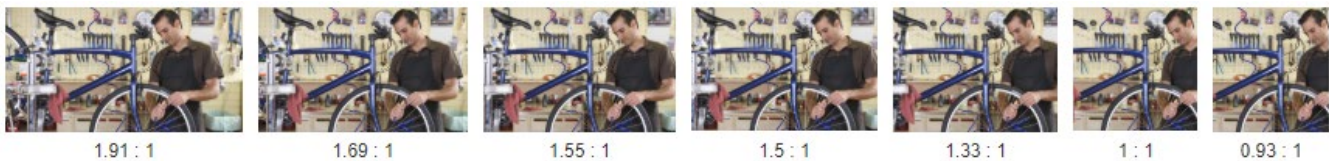
- Images are recommended to have little or no text for maximum flexibility.
- Some publishers prohibit the use of embedded text within images.
- Images can be cropped or used with headline overlays, which can result in issues if the image is text heavy.
- If text is required (e.g., legally required/logo issues):
 - Consider moving the text to the headlines instead of including in the image.
 - Use fewer words.
 - Use smaller font size.
 - Keep text centered.
 - Be sure to leverage the preview tool in the UI.

- Before submitting, ensure images and text look as expected in all ad preview formats using the preview tool in the UI and ensure that there is no text overlay.
- The image must be clearly relevant to the product or service being advertised.
- Image assets used for the Microsoft Audience Network share the same dimensions as Google Display Network, Facebook Audience Network and Yahoo Gemini.

SAFE AREA

Publishers place “sponsored” or “ad” icons typically near the bottom of the image along with the headline and business name text. This should be considered when choosing image content.

The Microsoft Audience Network supports individual image cropping to support all aspect ratios for each ad experience. Use of the preview tool is important to validate each ad experience.



Alternatively, if cropping an individual aspect ratio isn’t enough to resolve issues in the ad preview, then you also have the option to choose a different image for an individual aspect ratio. If you choose to upload an image for an individual aspect ratio, please keep in mind the below image restrictions:

Aspect ratio	File type	Dimensions
1.91:1	JPEG or PNG	Recommended: 1200x628 or higher. Minimum: 703x368.
1.78:1	JPEG or PNG	Recommended: 1200x674 or higher. Minimum: 624x350.
1.72:1	JPEG or PNG	Recommended: 1200x698 or higher. Minimum: 300x174.
1.69:1	JPEG or PNG	Recommended: 1200x710 or higher. Minimum: 622x368.
1.55:1	JPEG or PNG	Recommended: 1200x774 or higher. Minimum: 300x194.
1.5:1	JPEG or PNG	Recommended: 1200x800 or higher. Minimum: 300x200.
1.33:1	JPEG or PNG	Recommended: 1200x902 or higher. Minimum: 100x75.
1:1	JPEG or PNG	Recommended: 1200x1200 or higher. Minimum: 300x300.
0.93:1	JPEG or PNG	Recommended: 1116x1200 or higher. Minimum: 311x333.

AD VARIANTS

Audience Network wide image (1:91:1)



Precision-crafted bicycles that are as joyous to ride as they are to behold

Each Contoso Bicycle is hand-assembled to meet your exact specifications.

Ad Contoso Bicycles

Microsoft Edge single carousel (1:78:1)



Microsoft Edge medium headline (1:72:1)




Precision-crafted bicycles that are as joyous to ride as they are to behold

Ad Contoso Bicycles

MSN single carousel (1:69:1)




MSN medium headline (1.55:1)



Precision-crafted bicycles that are as joyous to ride as they are to behold

Ad Contoso Bicycles

MSN in-article ad (1.5:1)




Precision-crafted bicycles that are as joyous to ride as they are to behold

Each Contoso Bicycle is hand-assembled to meet your exact specifications.

Ad Contoso Bicycles


MSN small headline (1.33:1)



Precision-crafted bicycles that are as joyous to ride as they are to behold

Ad Contoso Bicycles

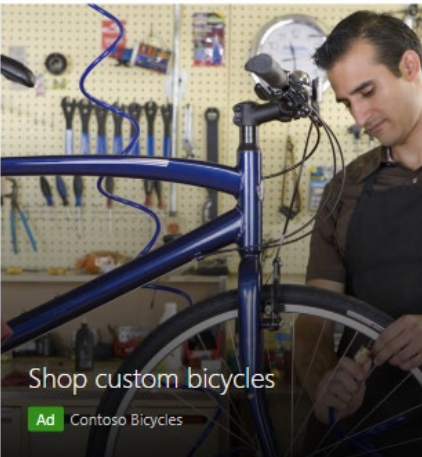
Audience Network Square Image (1:1)



Shop custom bicycles

Ad Contoso Bicycles

MSN double carousel (0.93:1)



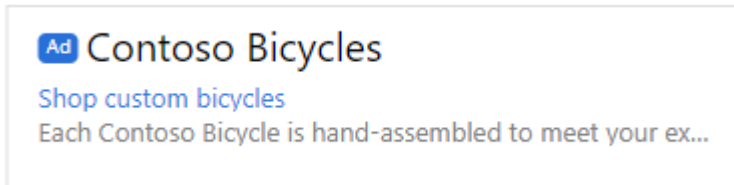
Shop custom bicycles

Ad Contoso Bicycles

Outlook.com web desktop (text)

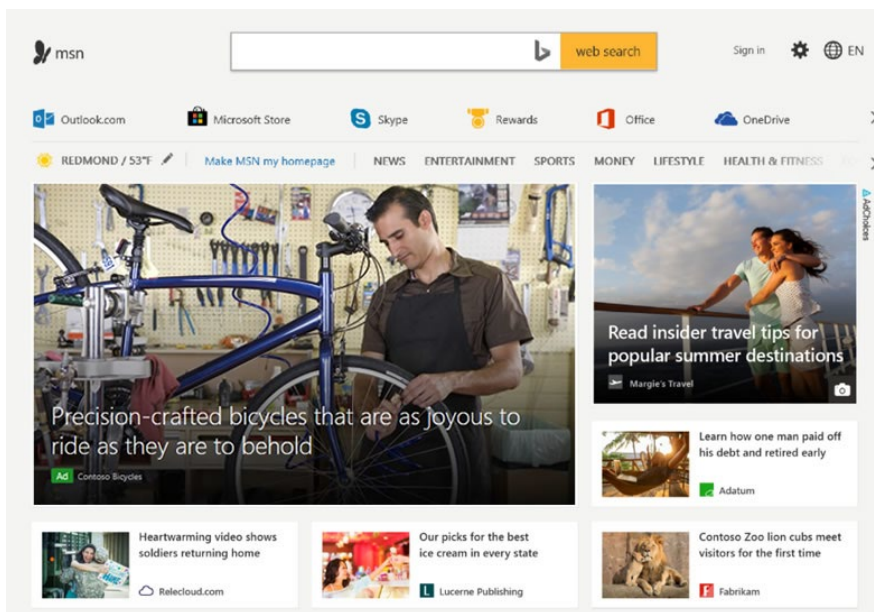


Outlook.com mobile web (text)



EXAMPLE

MSN homepage PC web



VIDEO BASED AD DELIVERABLES

Microsoft Audience Network
Outstream Video

Platforms	Desktop
Player Size	480x270 (outstream)
Video Ad Length	6-120 seconds max
Video Ad Format	FLV, WAV, MOV, MP4, WMV, MPEG2-PS, MPEG2-TS, 3GP, MXF, GXF, AVI

File Size	10GB max
Ratio	16:9
Audio Settings	196 kbps @ 44.1 kHz AAC recommended.
Resolution	1280x720 @ 3000kbps recommended. 480x270 minimum.
Video Caption	Not supported
Video Sound	Recommended
Short Headline	30 characters max
Long Headline	90 characters max
Ad Text	90 characters max
Business Name	25 characters max
URL	1024 characters max
Mobile URL	1024 characters max
Viewability metrics	50 percent of video pixels in-view for at least 2 seconds for video ads (Industry standard)

Example



POLICIES AND GUIDELINES

[Microsoft Audience Ads policies](#)

[Microsoft Advertising policies](#)

[Microsoft native creative acceptance policy](#)