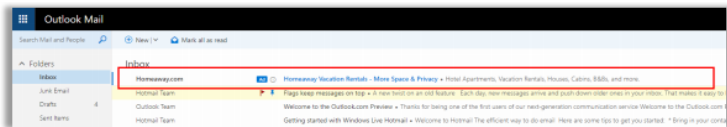
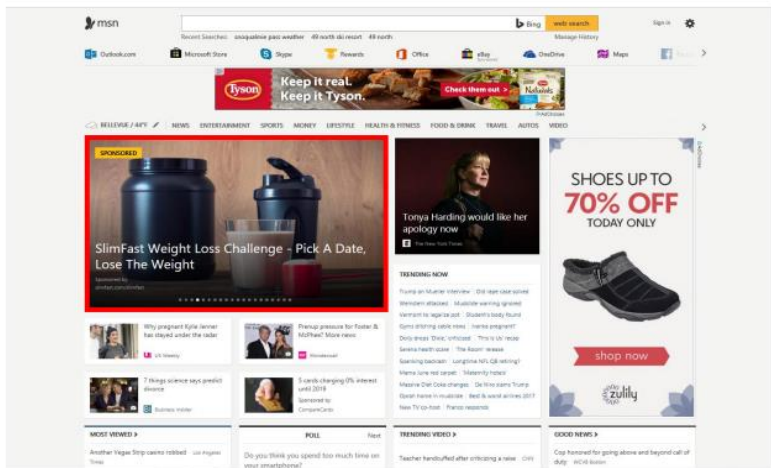
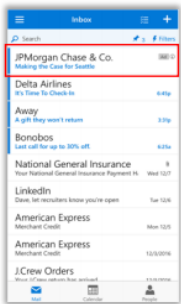


MSN Homepage PC Web



Outlook Mobile Web



Native Ad - Creative Specs

For more details visit: <https://www.digitize.ie/microsoft/>

MSN.com Native Ad

Ad Components	File Type	Dimensions	Max File Size
Main Image	GIF, JPEG or PNG	Aspect Ratio 1.91:1	200 KB
Logo	GIF, JPEG or PNG	Aspect Ratio 1.1	60 KB
Title	Text	75 Characters Max	
Sponsor (Brand)	Text	25 Characters Max	

Best Practices

- Turbo-charge your call-to-action: Immediately highlight your main point with eye-catching wording to create urgency and drive engagement.
- Choose compelling images: People, particularly shown experiencing an emotion associated with your headline, increase impact. Also, avoid text overlays on image assets.
- Center main content: Avoid clutter and ensure important visual elements, particularly people, are centered in your image asset.
- Be bold with color: Use vibrant colors to create focus and interest in your native ads.

Outlook Mail Native Ad

Ad Components	File Type	Dimensions	Max File Size
Logo	GIF, JPEG or PNG	Aspect Ratio 1.1	60 KB
Description	Text	300 Characters Max (recommended < 75 characters)	
Title	Text	25 Characters Max	
Sponsor (Brand)	Text	25 Characters Max	

Best Practices

- Turbo-charge your call-to-action: Immediately highlight your main point with eye-catching wording to create urgency and drive engagement.