

MESSENGER ADVERTISING SPECIFICATIONS

Placement	Dimensions		Site Served File Size		Third Party Served File Size				Accepted Vendors	Notes
	Standard	Expanded	GIF/JPEG	SWF	GIF/JPEG	SWF	Rich Flash	Video		
Messenger Conversation Text link	*see notes		na	na	na	na	na	na	na	50 characters including spaces
Messenger Half Banner	234x60	300x600	10kb	20kb	20kb	30kb	100kb	1MB	EB/EW/DC	Expands up and to the left
Messenger Half Banner	234x60	300x250	10kb	20kb	20kb	30kb	100kb	1MB	EB/EW/DC	Expands down and to the left
Messenger Today Page Small Rectangle	180x150	300x300	20kb	30kb	20kb	30kb	100kb	1MB	EB/EW/DC	Expands up and left
Messenger Sharing Ad	*available on request									
Personal Expressions Pack	*available on request									
Messenger Tab	*available on request									

- Sound must be user initiated on all ads
- Expanding ads can only expand on rollover or click and must retract on rollover or click
- All expanding ads must contain a close button and expand only after a 2 second delay
- Video can start automatically
- All Rich Media ads must be served through a 3rd Party Ad Server

*Please submit all creative to adops@msn.co.nz
Creative materials due at least 5 working days
before commencement of campaign*