



# Advertising Technical specs

Version 2.5

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## 01 Notes

- Expanded Panel
  - Only one expanded panel allowed
  - On Click-through expanded panel needs to collapse and video must stop
  - Frame Rate: Up to 24 fps
  - Expansion can be “hover-initiated” - Users can hover over specific zones that must be clearly defined, limited and labeled such as “Mouse-over to expand”.
  - Hovering zone cannot overlay the entire 650x170 unit
  - There must be a clearly visible collapse button on the bottom right corner that says “Click to Close X”
- All videos must be progressive load. Streaming not permitted
- Border and iFrame: Must stay within iFrame and have complete border
- Backup Image: Gif/Jpeg backup image is mandatory and should not have a close button

## 02 Ad Specifications

- No third-party Ad Serving tags except for approved vendors: Doubleclick DFA, Unicast and Mediamind
- No fourth-party calls
- Required to build rich media creative through either:
  - DoubleClick Studio served via DFA (DoubleClick for Advertisers)
  - Unicast/Mediamind (full service build provided)
- Can accept one third-party impression tracking pixel from Approved Vendors. 1x1 only, no snippet (JS) code.
- Can accept one third-party impression (1x1) tracking for Brand Studies from Approved Vendors
- Testing: All creatives MUST be tested in Skype QA environment prior to be set Live.

## 03 Audio Specifications

- User initiated only
- On-load Audio: No sound

## 04 Video Specification

- On-load Audio: No sound
- User-initiated Video:
  - Can include “Click to Continue”, “Click to Play” or “Reply” buttons
  - Must include: progress bar, play/pause/stop button, mute/un-mute button.
- Actions on User Click: Once Pause or Stop is clicked; there should be zero animation or video. All sound and animation should stop upon exit click.
- HD video for a full-screen - recommended specifications:
  - H.264 Video
  - 16:9 ratio
  - Can be encoded using QuickTime Pro
  - 1280×720 resolution for HD experience
  - Frame rate of 30 fps
  - Bit-rate of 850 kbps

## 05 General Specifications

- Ads can not mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval
- Ads can not have ‘strobing’ effects
- All ads must have a visible border
- Z-index for rich media ads should be set to 1000000 and wmode=opaque
- No pop-ups, floating ads, pre-expanded ads, or any ads with un-user initiated audio.
- Mouse effects are allowed provided that such effects must be user initiated (by rollover or click) and are always under the control of the user.

## 06 User Experience

1. User opens Skype client
2. Collapsed ad appears below the button bar on the main content area within the Skype client.
3. User rolls-over or clicks the ad to initiate panel expansion.
4. Ad unit can contain video, sound or other interactivity.
5. User clicks the “Close X” on the lower right hand corner of the ad.
6. Panel collapses to original size and all audio / video stops.

## 07 Click to Call Functionality



Free call



- **DoubleClick Studio or Unicast Creative accepted only.**
- Creative needs to be delivered on third party tags, **minimum 7 business days prior to launch date**
- Formatting:
  - Must clearly specify Call Center Hours of operation in creative
  - Recommended to use the Skype “Free Call” button but not mandatory. If used, “Free Call” button must be used “as-is”, although that it may be re-sized provided that any re-sizing does not change any other attribute/color/aspect ratio. Any other use of “Skype”, the Skype Logo, the “S” Logo, Skype colors or “Click to Call” is prohibited, and subject to review.
- Implementation – Advertisers are responsible for:
  - Providing a toll free PSTN number (“1 800” type) – recommended a new telephone number is set up specifically for the campaign to better enhance tracking metrics
  - Doubleclick Specific – Click to Call AS Studio Implementation kit, which can be supplied through Doubleclick representative
  - Unicast Specific – provide Unicast with all creative assets detailed in their Engage with Unicast Document, along with the telephone number to be used.
- Send the telephone number to be used to [nick.corr@skype.net](mailto:nick.corr@skype.net) **minimum 3 days** before the campaign launch date, in order to enable Skype to make the number free on the day of the campaign.

## 08 Data Reported

- AdExpert:
  - Ad impressions
  - Ad Clicks
  - Rich Media Metrics from DFA or Unicast/Mediamind

## 09 Data Collection

- Advertisers cannot generate a list of Skype users.
- Advertisers may not give Skype user data collected through running an ad to any third party, including information derived from targeting criteria.
- Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).
- Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Microsoft/Skype sites.
- Advertisers wishing to collect personal information (according to specifications above) within advertisements must follow these guidelines:
  - Clearly identify organization
  - Provide link to privacy policy (usually adjacent to the web form's "submit" button)
  - Identify purpose for collecting information

# Creative Submission Guidelines

There are two processes available to build rich media creative, please chose **ONE**:

## 1. Doubleclick Process:

**Important Note:** The option to use Doubleclick Studio is only available if the Media Agency has a DFA (DoubleClick for Advertisers) account.

- If the Media agency has a DFA (DART for Advertisers) account, the creative should be built in Doubleclick Studio as per the Studio Build Guide. Once creative is approved in Studio, creative needs to be pushed into the DFA account (association made) and the DFA tags should be sent to your Skype or Microsoft representative no later than 5 business days prior to the campaign start date.
- The process will be:
  1. Creative agency request access to Doubleclick Studio
  2. Creative agency download the Skype Build Guide, Flash Template and publish creative in Doubleclick Studio (Build Guide/Creative Template: <http://www.richmediagallery.com/skype-in-app-expand-ad>)
  3. Doubleclick Rich Media Team approve the creative and push to Advertiser/Media Agency DFA account
  4. Media Agency Trafficker creates campaign in DFA, assigns creative, generates JavaScript tag
- Media Agency Trafficker sends JavaScript tag to Skype or Microsoft representative for trafficking.
- Post campaign rich media reports will be available from DFA.

## 2. Unicast/Mediamind Process:

- Creative assets should be submitted to your Skype or Microsoft representative, **minimum of 10 days prior** to the campaign start date. The following assets need to be sent in a clearly labeled zip file:
  1. SWFs
  2. FLAs
  3. Back-up image
  4. Fonts
  5. MOVs (if needed)
  6. Third-party tracking
  7. Layered PSD with dimensions matching the actual ad, with a brief written description of the intended animation and functionality. Large asset files that can be sized or enlarged, with a brief written description of the intended messaging, animation, and functionality.
- The process will be:
  1. Assets sent to Skype or Microsoft Representative
  2. These will be checked and sent onto Unicast/Mediamind with campaign details
  3. Unicast/Mediamind to build creative within their given SLAs
  4. Unicast/Mediamind to provide tags and preview link for client approval
  5. Once approved the tags will be trafficked by the Skype or Microsoft representative.
  6. Post campaign rich media reports will be available from Unicast/Mediamind