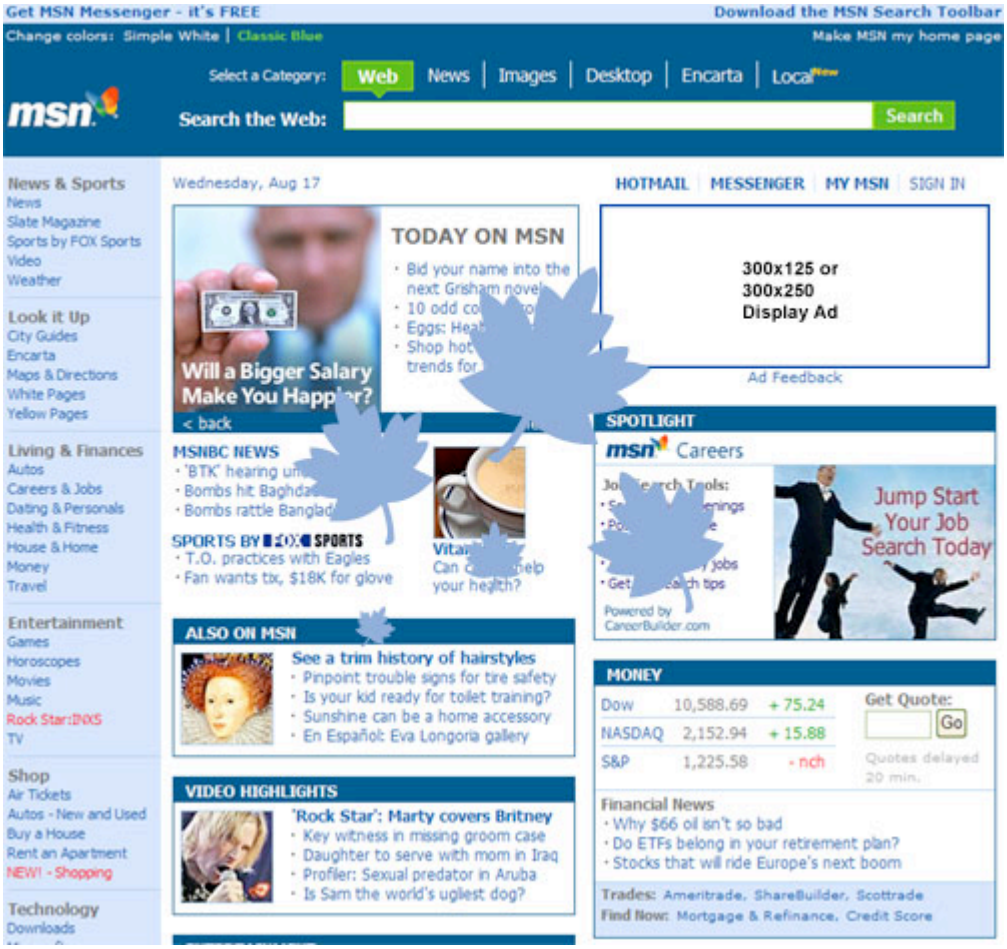
Over the Page: MSN Home Page Display Ad With OTP

Last Updated - August 18, 2005

The End User Experience:

1. User visits the MSN Home Page. Flash ad appears over the page on top of the content.
2. OTP cannot cover the Search Bar.
3. Flash ad diminishes into 300x125 **or** 300x250 graphic above the fold in the right column of the page.



From time to time there will be text links featured outside and beneath the landing position for the over the page ad experience. These text links are used to provide information about the ad type featured as well as gather feedback from our users on their advertising experience on MSN. These labels will be featured sporadically and all data collected will be for internal purposes only.

Rectangle: MSN Home Page 300x125 Flash Video

Last Updated - August 22, 2005

The End User Experience:

1. User visits the MSN.com home page.
2. The *primary* Flash ad (1) appears as a 300x125 rectangle. The rectangle renders on the page with a call to action to see a video clip. Once the user initiates the Flash video, the *secondary* Flash file (2) replaces the *primary* Flash file and starts to play the video. The Flash video must always be user initiated and no sound is allowed on the primary Flash asset.

    1. The user should always have the option to control the entire video experience, i.e. stop, pause, mute.

    2. The example above also includes information/ navigation tabs to provide more information. This is recommended.

Over the Page: MSN Home Page Peelback

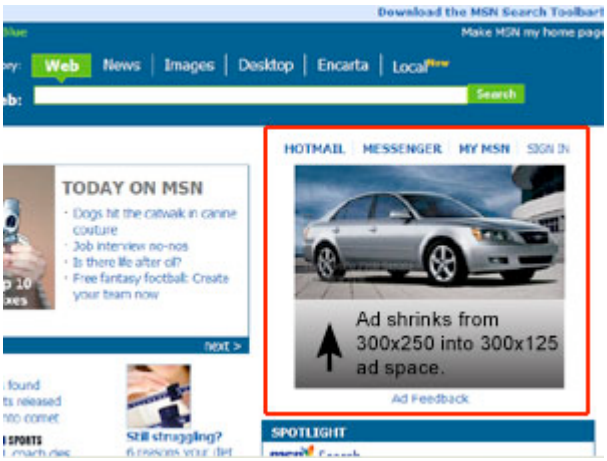
Last Updated - August 17, 2005

The End User Experience:

1. The user visits the MSN Home Page. Upon page load, the user sees a "page peel" corner with light animation located in the top right corner of the page.
2. With soft animation, the page peel expands slightly to attract attention and then stops in the resting position with a call to action to open the full experience.
3. The user clicks to expand the ad and the page peel animates out from resting state to the full experience where the user has the option to click through to the client's site.
4. The user may close the ad at any time by clicking "close ad."
5. If user's PC does not meet criteria for Flash ad experience (as detailed below), they will receive no experience.

Rectangle: MSN Home Page Shrinking Display Ad

Last Updated - August 18, 2005

The End User Experience:

1. User visits the MSN Home Page.
2. Ad appears in the right column as 300x250.
3. Ad plays for 7 seconds.
4. Ad contracts upwards to 300x125 size.
5. Content in third column slides up to fill space left by ad.