



How did Microsoft raise brand awareness by 175%

Advantage Marketing

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SEPTEMBER 17, 2002

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Zone.com

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Exit Ad

Description:

- Rectangular ad delivered at the end of selected games
- Zone.com has a growing membership of over 20 million members\* with a huge selection of free\*\* and premium games



\*Microsoft Internal  
\*\*Connect-time charges may apply

Benefits:

- Provides a compelling, targeted way to reach Zone users after they have played their favorite game
- Associates your brand with a fun experience
- One of the best ways to connect with and target a loyal, Web-savvy audience while they are actively participating in one of the most popular Internet activities -- online gaming

Business Requirements:

- For sequential animated ads, text frames (any frame that contains copy relevant to the primary ad message) must have a minimum delay time of 3 seconds

Details:

Data Reported	Minimum Term	Minimum Impressions	CPM/Rate
Ad requests & click-through. MSN will NOT be reporting on clicks or click-through rates for third party served rich media ads.	none	100,000	<a href="#">Contact Us</a>

Specifications:

Dimensions	Max Size	Alt Text Limit	MSN Served File Types	MSN Served Templates	3rd Party Served File Types	Animation	Targeting
125x125	7k	65 char. incl. spaces	<a href="#">Details</a>	None	<a href="#">Details</a>	yes: max loops = 3; max length = 3	None

Client Center

Log in to access your reports and more.



[Ad Submissions Guidelines](#)

[Contact](#) an MSN advertising representative in your area.

How do I submit an ad? Check out [Submitting your ads](#) for all the details.

Rave Reviews



"With MSN 8... Microsoft will have a leg up on AOL in features and functions"  
**Business Week**  
"Microsoft Unveils MSN 8 Features – Good Morning AOL, You've Got Competition!"  
**PC Magazine**  
"AOL's 'To Do' List... Fend off Microsoft."  
**The New York Times**  
Find out what all the buzz is about. Contact your MSN Sales Rep to learn more about MSN 8.