



Jumpstart 2019 Tier 1 Marketing Execution Guide

August 2018 | Version 2.0



For use in connection with the MICROSOFT OEM
PRODUCTS INCENTIVE PROGRAMS TERMS DOCUMENT
2018 (PTD)

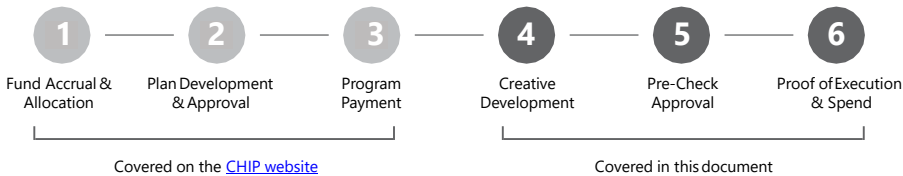
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Introduction

The Jumpstart Program 2019 for Tier 1 Partners ("JS Program Letter") is designed to:

- Promote unique and differentiated experiences on modern OEM Windows Devices to reinvigorate customer engagement in the PC category.
- Create and deliver OEM co-marketing Activities that highlight the value proposition of modern OEM Windows Devices and Microsoft apps and services.
- Deliver consistent brand recognition and consideration for the latest Windows operating systems, creating an innovation halo for the PC category.

Once OEMs have complied with the Jumpstart Program requirements, the following steps outline how to operate within the program. For purposes of this document, only steps 4, 5, & 6 are addressed. Steps 1, 2, & 3 are covered on the CHIP website.



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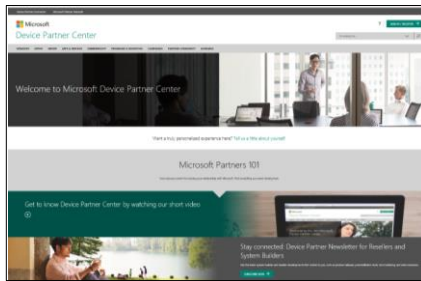
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Overview of Resources

Device Partner Center (DPC)

[GO <https://dpcenter.microsoft.com/>](https://dpcenter.microsoft.com/)



Access creative assets for Jumpstart-compliant Activities.

View all official program communications, product and program information, technical resources, licensing information, communications, and operational updates.

[Jumpstart Resource Center](#)

Jumpstart 2019 Assets (coming soon)

For questions, visit [Device Partner Center Support](#).

To request access, register [here](#).

Device Partner Edge (DPE)

[GO \[dpEdge.Microsoft.com\]\(https://dpEdge.Microsoft.com\)](https://dpEdge.Microsoft.com)



Take trainings for Jumpstart, Windows Brand and Windows Products.

Access In-Store Promoter Training, and other training for Jumpstart and Windows.

For In-store Promoter training, use promo code TBD

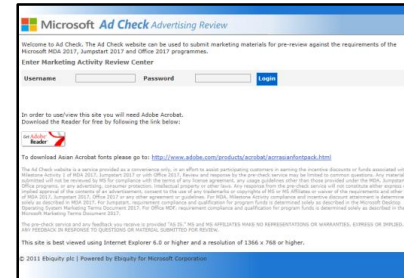
For all other Jumpstart training use promo code TBD

For questions, email [reviewjs](#) for support

To request access, register [here](#).

Ad Check

[GO <https://adcheck.ebiquity.com>](https://adcheck.ebiquity.com)

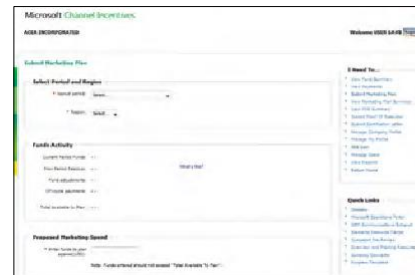


Submit pre-check approval requests for all Jumpstart Activities and Print/Web Line List content prior to market execution. Pre-approval is highly recommended to ensure compliance with program requirements.

For customized asset approval, e-mail: [Jumpstart Creative Review Team \[reviewjs@microsoft.com\]\(mailto:reviewjs@microsoft.com\)](mailto:JumpstartCreativeReviewTeam@reviewjs@microsoft.com).

Channel Incentive Portal (CHIP)

[GO <https://channelincentives.microsoft.com>](https://channelincentives.microsoft.com)



View Jumpstart Funds, submit marketing plans, Proof of Execution (POE), Proof of Spend (POS), and Non-Advertising Letters of Certification, and track payments.

For questions or to request access, e-mail: oemi@microsoft.com.

CHIP training resources available on [Device Partner Center](#).

Jumpstart 2019

Foundational Web & Print

Requirements

Requirements for All Line Lists

Line Lists are lists of two or more specific components* of an OEM System that include one of the following:

- The OEM System processor, monitor screen size, or memory
- A Windows Product

The Line List requirements apply to all Advertising and Non-Advertising Web pages and PA Impressions that offer or mention an OEM System by series, model, or price, and include a Line List. The Windows SKU mention must be 1st or 2nd in the Line List. "Print Advertising," "Print Advertisement" or "PA" means all advertising in the form of newspapers, magazines, catalogs, brochures, datasheets, flyers, and direct mail published by or for OEM Parties.

A Line List can appear on any OEM System Web page or PA Impression. If a Line List is present it must comply with all Line List requirements.

Line Lists may be Textual or Graphic, and may be oriented in a horizontal or vertical format. Graphic Line Lists must always be accompanied by a Textual Line List, and are subject to additional [Graphic Line List Requirements](#). Further details on referencing the Windows Product Name in Text for [Consumer](#) & [Commercial](#).

The End of License for Windows 8.1 Pro and Windows 7 Professional can be found on DPC. OEMs cannot distribute Windows 8.1 Pro or Windows 7 Professional products after the End of License date communicated on DPC. Therefore, references to Windows 8.1 Pro and Windows 7 Professional must not appear in Line Lists, except when referring to a downgrade from Windows 10 Pro. All other Windows 7 and Windows 8 products must not be advertised.

Line Lists may:

- Be formatted with or without bullets and indents, a table, separate boxes, punctuation, or any combination of these elements
- Be a simple list or serve an extra function, such as a point-of-sale Web page or a Web configurator
- Include Core Messaging within the specific Line List format, excluding paragraphs.

Non Eligible OEM Systems:

- Thin/Zero Clients
- Servers
- Rack Stations
- Dependent on use: If a Device is pre-installed with an Eligible Windows Product, can be used as a PC, and an OEM is advertising it as such, then the Device must follow Jumpstart Line List requirements.
 - Phone form factors
 - POS/Retail solutions

Textual Line Lists

Horizontal example

Windows 10 Pro, Intel® Core™ i7-4765T Processor (2.5GHz, 3MB Intel® Smart Cache), 4 GB DDR3 SDRAM, 500 GB Storage, Graphic Chip Intel® HD Graphics 3000, LCD 12.1" WXGA Display (1280 x 800 dots)

Vertical example

- Windows 10 Pro
- Intel® Core™ i7-4765T Processor (2.5GHz, 3MB Intel® Smart Cache)
- 4 GB DDR3 SDRAM
- 500 GB Storage
- Graphic Chip Intel® HD Graphics 3000
- LCD 12.1" WXGA Display (1280 x 800 dots)

Vertical example with icons



Windows 10 Pro



Intel® Core™ i7-4765T Processor (2.5GHz, 3MB Intel® Smart Cache)



4 GB DDR3 SDRAM



500 GB Storage



LCD 12.1" WXGA Display (1280 x 800 dots)

Graphic Line Lists

Horizontal example



Comes with Windows 10 Home



Powerful Intel® Core™ Processor



High performance 500 GB Storage

Vertical example



- Windows 10 Home
- Intel® Core™ i7-4765T Processor (2.5GHz, 3MB Intel® Smart Cache)
- 500 GB Storage
- LCD 12.1" WXGA Display (1280 x 800 dots)

* A *specific component* is one of the following:

- Identified by brand name
- Includes a reference to a specific size or speed
- Identified by model name, number, series, or line (excluding processors that have a model series or line without an individual model name, or number, or speed)

AD CHECK PRE-REVIEW GUIDANCE

Line List: All submissions for Line List pre-review must include a Line List, except for Commercial Markets PA Impressions which can include a Line List and/or specific Model Name.

Continued: Requirements for All Line Lists

Requirement	
1	The Windows SKU must be in a single font that is at least as prominent as any other item on the Line List.
2	The Windows SKU in the Line List must reflect the SKU that is preinstalled on the Device.
3	When listing multiple operating systems, Windows must be listed first with each operating system clearly listed separately, as follows: <ul style="list-style-type: none"> Vertical Line Lists must list each operating system on a separate line, separated by carriage returns. A comma or the word 'or' may be included as appropriate. Horizontal Line Lists must list each operating system separately, using the same punctuation (e.g. commas, semi-colons).
4	Sub-bullets must be indented or otherwise formatted to set them apart as sub-bullets or sub-items. Parentheses or other consistently applied punctuation may be used for Horizontal Line Lists.
5	Where Windows is the second item in the Line List, the first item and its sub-bullets must consist of no more than one item each, ¹ with the follow exceptions: <ul style="list-style-type: none"> One sub-bullet may contain up to three items if the sub-bullet appears on no more than one line. Six sub-item description lines may be used if each line is a single horizontal line. Parentheses or other consistently applied punctuation may be used for Horizontal Line List sub-bullets or sub-item description lines.
6	Sub-bullets or sub-item description lines must not include a more prominent font (e.g. larger font size, bold) than the first item on the Line List.
7	If the Activity is for a laptop, notebook, small notebook, or Tablet Device, the first item on the Line List can include only screen size dimensions, resolution, and/or graphics chipset with the processor type, speed, and description.

¹ The processor description for processors with on-chip graphics (e.g. Processor Graphics, Accelerated Processing Unit) may include an additional reference to on-chip graphics. This additional reference will not be counted as a sub-bullet or a sub-item description line.

Example of requirement 3: OEM Web Page

Preinstalled:

Windows 10 Pro – Contoso recommends Windows 10 Pro.
Windows 8.1 Pro (available through downgrade rights from Windows 10 Pro)
Windows 10 Home
SUSE Linux Enterprise Desktop 11
FreeDOS

Windows OS listed with another OS. Multiple SKUs are listed on separate lines and there is a carriage return for each. The non-Windows OS appears after the Windows OS listing.

The non-Windows OS must come after the Windows SKUs

Example of requirement 4

Mobile Computing Platform	Intel® Xeon® Processor E5-2640 v3 (8C, 2.6GHz, Turbo, HT, 20M, 90W)
	Intel® 6 series Express chipset QM67
	Intel® Centrino® Advanced-N 6205 AGN WLAN
Operating System	Windows 10 Pro
RAM	4 GB DDR3 SDRAM (max. 8GB)
Graphic Chip	Intel® HD Graphics 3000, UMA (Windows® 7 64bit max 1696MB, 32bit max 1557MB)
Storage	500 GB (Serial ATA)
LCD	12.1" WXGA type (TFT) (1280 x 800 dots)

Sub-items of the processor and multiple items in the first section.

Examples of requirement 5:

A simple sub-item description of more than two lines, for a vertical Line List.

Vertical

Contoso XTR

- 4th generation Intel® Core™ i5-4670 processor (1.60GHz up to 2.60GHz with Intel® Turbo Boost Technology 2.0, 3MB L3 Cache)
- Windows 10 Home
- 4GB DDR3L SDRAM

Use a single sub-bullet or sub-section that contains up to three items.

Horizontal

Contoso XTR

Contoso P3-171-5333Y4G06 with Touch Third Generation Intel® Core™ i5-4670 Processor (1.5 GHz with Turbo Boost up to 2.0 GHz, 3MB L3 cache, 13 WTDTP), Windows 10 Home (64 bit), Mobile Intel® HM77 Express Chipset, 240 GB SSD / 4 GB DDR3 RAM, USB3.0 port, Micro HDMI port with HDCP support

Requirements for all Point-of-Sale, Configurator, DTS, and Standard Line Lists

- **Point-of-Sale Line Lists** – Used with a point-of-sale Web page that is divided into sections with selection functionality using radio buttons or drop-down menus.
- **Configurator Line Lists** – Used within a Web configurator where the list of components is divided into sections with selection functionality using radio buttons or drop-down menus.
- **Detailed technical specification (DTS) Line Lists** – A list of 20 or more detailed components (other than a point-of-sale Web page or Web configurator) divided into sections, including at least the OEM System processor, software, memory, hard drive, I/O ports, and similar additional details related to these items.
- **Standard Line Lists** – All other Line Lists.

Requirement		POS & Configurator	DTS	Standard
A	The first item on the Line List may include up to six sub-bullets or sub-item description lines related to the first item. ¹	✓		✓
B	The first item in the software section of the Line List may include up to six sub-bullets or sub-item description lines related to the first item.		✓	
C	The Windows SKU with the applicable Windows edition name must be placed first or second.	✓	✓	✓
D	The Windows SKU with the applicable Windows edition name must be placed first in the software section.	✓		
E	The Windows SKU with the applicable Windows edition name must be placed first or second in the software section.		✓	
F	If the first section of the Line List does not contain the Windows SKU, then each selectable item in the non-software section must appear on a single line (excluding point-of-sale Web pages or Web configurators with drop-down menus).	✓	✓	
G	Windows must not be combined with any other item, except with messaging directly relating to the Windows SKUs. <ul style="list-style-type: none"> • Messaging related to the Windows SKU may include up to two descriptive words preceding the Windows SKU mention in a Line List (e.g. "Available with Windows 10 Home", "Choose Windows 10 Home", "Featuring Windows 10 Home"). • Windows version descriptors must continue to appear after the Windows SKU (e.g. 64-bit, English). 	✓	✓	✓
H	Where a vertical clearly set apart from other text (for example, in bullets or in a table), Textual Line List is present on the page, Microsoft will not review marketing text that appears outside of that Line List if that Line List complies with all Line List requirements.			✓
I	When messaging a downgrade, the Windows SKU preinstalled on the Device must appear first in the Line List.	✓		

Example of requirement E - PA Impression

<p>Preinstalled:</p> <p>Windows 10 Pro – Contoso recommends Windows 10 Pro. Windows 8.1 Pro (available through downgrade rights from Windows 10 Pro) Windows 7 Professional (available through downgrade rights from Windows 10 Pro) Windows 10 Home SUSE Linux Enterprise Desktop 11 FreeDOS</p>	<p>Contoso recommends Windows 10 Pro.</p>
---	---

Windows OS listed with another OS.
Multiple SKUs are listed on separate lines and there is a carriage return for each.

The non-Windows OS must come after the Windows SKUs.

Example of requirement E - OEM Web Page

- Windows 10 Home 64-bit Spanish
- Windows 10 Pro English 64-bit - Contoso recommends Windows 10 Pro.
- Windows 8.1 Pro (available through downgrade rights from Windows 10 Pro).
- Windows 7 Professional (available through downgrade rights from Windows 10 Pro).

Example of a configurator Line List

<p>PROCESSOR</p> <p><input checked="" type="radio"/> Intel® Pentium® B960 processor (2.20GHz)</p> <p><input type="radio"/> Intel® Core™ i3-2350M processor (2.30GHz) [add \$70.00]</p> <p><input type="radio"/> Intel® Core™ i5-2450M processor (2.50GHz) [add \$150.00]</p>	<p>OPERATING SYSTEM</p> <p><input checked="" type="radio"/> Windows 10 Pro - Contoso recommends Windows 10 Pro.</p> <p><input type="radio"/> Windows 10 Home</p>
---	---

¹ The processor description for processors with on-chip graphics (e.g. Processor Graphics, Accelerated Processing Unit) may include an additional reference to on-chip graphics. This additional reference will not be counted as a sub-bullet or a sub-item description line.

Line List Requirements for Office Product Preinstalled

- Windows 10 Home or Windows Home in S mode SKUs that include Office Product must follow the Line List requirements for Office and include the following copy to refer to Office 365 Personal subscription in the Line List after the Windows 10 Home SKU:
 - "Office 365 Personal 1-year*"
 - *Activation required within 6 months of Windows activation date."
- The reference to "Office 365 Personal 1-year.* (*Activation required within 6 months of Windows activation date.)" must follow all requirements for SKU prominence defined for Windows in the [Requirements for All Line Lists](#).

- Intel Atom Z2760
- Windows 10 Home
- Office 365 Personal 1-year*
- 2GB DDR2 memory
- 32/64GB storage

*Activation required within 6 months of Windows activation date.

Contoso XTR

Intel® Atom™ Z3740 (2 MB L2 cache, 1.33 GHz, Clock Speed, up to 1.86 GHz Intel® Burst Technology, 6.5 W), Windows 10 Home, Office 365 Personal 1-year (activation required within 6 months of Windows activation date), Intel® HD Graphics with 3D graphics, 64 GB eMMC / 2 GB of RAM, 8" display with IPS (In-Plane Switching) technology, Free Micro USB to USB cable.

Requirements for all Graphic Line Lists

All Line List requirements must be met in a Graphic Line List. The Windows graphic must be displayed first or second in the Graphic Line List, and all Graphic Line Lists must be accompanied by a Textual Line List for the same system.

Graphic Line List Requirements	
1	Windows graphics may be used only for systems that are licensed under the Windows Logo License Agreement.
2	The Windows graphic must be at least 93% of any third-party graphic in the Graphic Line List.
3	Each third party graphic, or graphic of one or more components in the Graphic Line List, must individually meet the Line List prominence requirement.
4	The Windows graphic must be included when any third party graphics are included in a Line List. The Windows graphic may also be included in conjunction with the Windows SKU in a Textual Line List.
5	The Windows graphic may be placed directly before the Windows SKU mention in a Graphic Line List, when the Windows SKU is read horizontally. The Windows SKU mention is subject to the Line List prominence requirement.
6	For guidance on scaling the Windows logo, reference "Windows Logo Sizing Requirements" in Windows Logo Guidelines .
7	Messaging must not appear before the Windows SKU mention in a Graphic Line List.

Windows graphic elements

The Windows graphic elements may be used in a Graphic Line List to show component references in graphic format that identifies system components.

Web only



Windows 10 Pro, Intel® Core™ i7 processor, mobile Broadband, 4GB RAM and exceptional battery life.

Web price: £789.99

- Windows 10 Pro
- Intel® Core™ i7-4765T Processor
- 4GB RAM
- 500 GB Storage
- Graphic Chip Intel® HD Graphics 3000
- LCD 12.1" WXGA Display (1280 x 800 dots)

The Windows Logo in the Graphic Line List must match that of the Windows reference in the accompanying Textual Line List.

Windows 10 Graphic Line List images for Web and Print

Logos



Icons (60 pixels)



Icons (24 pixels)



Web & Print Requirements for Commercial Markets

For purposes of the Jumpstart guidelines in this Guide, “Commercial Markets” means:

- Commercial, government, healthcare, engineering, public sector, education, business, or professional End Users in any of those sectors, as indicated by an OEM System Web page or PA Impression defined as any of the aforementioned terms; or
- Clearly designated or marketed for “work” to Commercial Markets referenced above.

1. **OEM System Web Pages and PA Impressions that target Commercial Markets must mention a Windows 10 Pro product in the [Line List](#).**

Windows 10 Home product must not be marketed to Commercial Markets.

2. **OEM System Web Pages must include the [Windows 10 Pro Image Link](#) which links to the Windows 10 Pro Microsite(s) or to <https://www.microsoft.com/Windowsforbusiness>.**

The Image Link must be placed on the top-level commercial page or Device page, and the top-level family/model pages in the commercial section of an OEM website, or top-level family/model Device pages if no commercial section exists, and on all such pages for each region/country.

AD CHECK PRE-REVIEW GUIDANCE

Line List: All submissions for Line List pre-review must include a Line List, except for Commercial Markets PA Impressions which can include a Line List and/or specific Model Name. Commercial Markets Upsell Messaging & Tagline checks will be performed on submissions under Jumpstart: Line List when Commercial Markets designation is selected.

The diagram illustrates the required elements for a Windows 10 advertisement targeting Commercial Markets. At the top left is the Windows 10 logo. To its right is a dashed box labeled 'Tagline'. Below the logo is another dashed box labeled 'For Commercial Markets'. Underneath this are two laptop icons. The left laptop is labeled 'Primary Screenshot' and the right one 'Approved Screenshot'. Below each laptop is a list of requirements for the 'Contoso Device \$\$\$\$':

- Windows 10 Pro – Contoso recommends Windows 10 Pro
- Windows 10 Home
- Line List

At the bottom of the diagram is the 'Contoso' logo.

Windows 10 Pro Image Link & Microsite Guidelines for Commercial Markets

OEM System Web pages that target Commercial Markets must include a Windows 10 Pro Image Link which links to the Windows 10 Pro Microsite.

The Windows 10 Pro Image Link is required on all regional and global sites:

- All top-level commercial or Device pages and top-level family/model pages in the commercial section of an OEM website
- Top-level family/model Device pages if no commercial section exists

"Commercial Markets" means:

- commercial, government, healthcare, engineering, public sector, education, business, or professional End Users in any of those sectors, as indicated by an OEM System Web page or PA Impression defined as any of the aforementioned terms; or
- clearly designated or marketed for "work" to Commercial Markets referenced above.

Windows 10 Pro Image Link Requirements

An Image Link is a graphic lock up of a short call to action text and Windows Pro logo that takes the end users to the Windows 10 Pro Microsites. The Windows 10 Pro Image Link must be prominently displayed on all top-level commercial or Device pages, and the top-level family/model pages in the commercial section of an OEM website, or top-level family/model Device pages if no commercial section exists, to promote and direct end users to the appropriate language version(s) of the Windows 10 Pro Microsite(s).

Usage Guidelines

The Windows 10 Pro Image Link must:

- Be configured as a hyperlink to the URL of the Windows 10 Pro Microsite(s), or to <https://www.microsoft.com/Windowsforbusiness>.
- Read horizontally as shown on this page.
- Be displayed as provided by Microsoft, without changes.
- Meet the minimum size requirements. Please refer to the Jumpstart 2018 Windows 10 Pro Image Links document in DPC for the minimum size requirements per language.
- Appear in the same language as the most prominent language on the web page, or in English.
- Appear in the first viewable portion of the web page.
- Not be combined with any other graphic or text.
- Contain clear space of at least 8 pixels on all sides measured from the border of the image.
- Appear in the artwork colors provided by Microsoft in a contrasting color to the background such that the entire image link is easily visible to the end user.
- Placed on all top-level OEM.com commercial or Device pages and the top-level family/model pages in the commercial section of an OEM website, or top-level family/model Device pages if no commercial section exists, and on all regional and global sites.
- Logos and images must be used as provided, and must not be customized or used in greyscale.

Get to know  Windows 10 Pro

Get to know  Windows 10 Pro

Windows 10 Pro Image Link examples in blue and white. To view all of the Image Links available in different languages, visit the Image Links folder in DPC.

Windows 10 Pro Microsite Requirements

The Windows 10 Pro Microsites are dedicated pages designed to promote Windows 10 Pro. Windows 10 Pro Microsites include content and messaging to build excitement and communicate benefits of Windows 10 Pro to Commercial Market customers.

Windows 10 Pro Microsites should be used as provided, but may be customized in accordance with the Windows 10 Pro Microsite Implementation Requirements. This document will be provided with the Windows 10 Microsites.

Windows 10 Pro Microsites must not make references to any Device being "Windows 10 Pro ready", "Windows 10 Pro capable", "Windows 10 Pro compatible," "Windows 10 Pro upgradeable" or other similar statements in connection with Microsoft-provided marketing assets or materials for the upgrade offer. Microsoft does not have a program to support or endorse "ready", "capable" or "compatible" claims, therefore none should be expressed or implied.



Localization

Microsoft will provide the Windows 10 Pro Image Link artwork and Windows 10 Pro Microsites in English and in localized languages on DPC.

Implementation

Microsoft will provide Windows 10 Pro Microsites throughout the program year. OEMs must implement updated English and localized Windows 10 Pro Microsites within 90 days of release.

AD CHECK PRE-REVIEW GUIDANCE

Only top-level product pages should be submitted for review in the Jumpstart: Commercial Markets – Image Link section of the Ad Check site. If there is a Line List on a top-level product page, the Line List will also be reviewed for compliance. Commercial Markets Upsell Messaging & Tagline checks will be performed on submissions under Jumpstart: Line List when Commercial Markets designation is selected.

Jumpstart 2019

Consumer Advertising

Activities Requirements

Jumpstart 2019 Consumer Advertising Activity Requirements

For purposes of the Jumpstart guidelines in this Guide, unless noted, all references to Windows 10 mean Windows 10 Home, Windows 10 Home Single Language, and Windows 10 Home in S mode (Windows 10 in S mode). All references to Activity mean "Advertising Activity."

For the 2019 program year, Windows 10 Devices (with the exception of [Non-Eligible OEM Systems](#)) must be the most Prominently Promoted product in every Advertising Activity.

From August 1, 2018 – January 31, 2019, the activity must promote at least one modern device. Starting February 1, 2019, the activity must promote at least one modern device, and the modern device must be the most prominently promoted product in the activity to receive Comprehensive (100%) reimbursement.

The Windows 10 device must be:

- The main focus of the Activity.
- The most numerous product included in the Activity (excluding the Products listed as [Exempt Accessories](#)), and
- The largest product, or if all Devices are the same size, the first viewable item. First viewable is dictated by the direction of the language in the activity. For example, in English, the first viewable item would be the top left. In Arabic, the first viewable item is top right.

The presence of any other content, including, but not limited to, other Microsoft Products (except as noted as Exempt Accessories), and non-Microsoft products such as TVs, microwaves, accessories, software, images, graphics, and text, must be less than the presence of Windows 10 Devices. OEMs can only promote Windows 7 Professional or Windows 8.1 Pro when promoting end-user downgrade rights. Activities must meet the requirements in the [Advertising End-User Downgrade Rights](#) section of this Guide.

EXAMPLE

OEMs may host a movie release or music event Activity. To be eligible for Jumpstart, the Windows 10 Device must be the main focus of the Activity, and the movie and event content (images and text) must be secondary to the Windows 10 Devices promoted in the Activity.

100% of Advertising Activity spend will apply to the minimum POE/POS due when the Windows Experience Priority Requirements are met. This page shows the Windows Experience Priority creative requirements at a high level that apply to Windows 10 Home Jumpstart rebates accrued.

For 100% of Advertising Activity spend to apply to the minimum POE/POS due, all Activities must:

1. Include a Windows logo.*
2. Include Windows Experience Priority.
3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. messaging provided by Microsoft.
4. Messaging may be used as a standalone asset or integrated in to the copy**
5. Meet the Device z-height requirement. When one or more devices are shown within an Activity, there must be at least one modern device that has a Z-height that is less than and not equal to 21mm. This applies to Ultralim, Notebook. Z-height will not be required for 2-in-1 detachable and convertible, All-in-One **OR** Gaming/Windows Mixed Reality Laptop or Desktop **OR** Mini-Desktop. Device height is defined as the total height of the Device when it is fully closed (screen and keyboard folded together).

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included, OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to page 47 for Icon usage guidelines.

**Standalone is defined as copy that appears on it's own or near a Windows logo, and must have clear space around it equal to the size of the font. Please see page 60 for clear space requirements. "Integrated" is defined as: located at the start or end of main copy, and supporting the main theme being communicated in the copy and in the creative.

2019 Consumer Advertising Activity Requirements, cont.

Jumpstart 2019 Consumer Advertising Activity is targeted for devices preinstalled with Windows Home family of product. If Windows Pro family of product is preinstalled, OEMs should follow [Commercial Advertising Activity Guidelines](#).

Windows Experience Priorities

- Digital Pen
- PC Gaming*
- Windows Mixed Reality (coming soon)
- Windows Hello
- Cortana
- Voice
- Office 365 on Windows
- Cross-device experiences
- Microsoft Photos
- Windows 10 in S mode

Activities that market Windows Home should use the Windows experience priority messaging and assets for **Consumer Markets**.

Microsoft strongly recommends OEMs to focus Advertising Activities on the priorities for applicable Devices that align with Microsoft's direct and channel marketing priorities, and support feature messaging with the highest potential customer satisfaction impact.

Gaming PC definition:

- Qualifying Device branded and marketed as a gaming Device and 'approved gaming brand'
- Process to submit brand for approval to be "approved gaming brand" will be communicated on DPC.
- Must follow PC Gaming Windows Experience Priority requirements in asset supplement.

Tiered Reimbursement Structure

Two options are available for use of Advertising Activity funds, which impacts how the spend applies to the minimum POE/POS. Specific requirements are detailed in the [Jumpstart 2019: Creative Guidelines](#) section. Additional priorities may be added through the program year based on product or Windows Experience Priority updates. Windows Home cannot be marketed to Windows Pro Markets using Jumpstart funds. Jumpstart funds spent on Activities promoting both Windows Home and Windows Pro, and not targeted to Windows Pro Markets will count towards the minimum POE/POS required for Windows Home, not Windows Pro earning.

Comprehensive Requirements

100% of Advertising Activity spend will apply to the minimum POE/POS due when the **Jumpstart Comprehensive Requirements** are met as follows:

- Qualifying Device must support 2 WEP Features (only one in ad, two in CHIP)
- If a screenshot is used, must be a WEP Feature Screenshot
 - Semester 1 Qualifying Device must be a JS Qualified Modern Form Factor:
 - ≤21mm z-height Ultralim, Notebook **OR**
 - All-in-One, 2-in-1 Detachable, 2-in-1 Convertible **OR**
 - Gaming **OR**
 - Mini Desktop
 - Semester 2 JS Qualified Modern Form Factor must be the primary product
- Qualifying Device hardware recommendations:
 - Precision Touchpad (PTP)
- Qualifying Device hardware requirements:
 - SSD or eMMC (preferred) **OR**
 - Or boot from SSD in dual drive configuration or HDD+Intel Optane

Core Requirements

80% of Advertising Activity spend will apply to the minimum POE/POS due when the **Jumpstart Core Requirements** are met as follows:

- Qualifying Device must support 1 WEP Feature
- If a screenshot is used, must be a WEP Feature Screenshot
 - Qualifying Device featured in activity must be a JS Qualified Modern Form Factor:
 - ≤21mm z-height Ultralim, Notebook **OR**
 - All-in-One, 2-in-1 Detachable, 2-in-1 Convertible **OR**
 - Gaming **OR**
 - Mini Desktop
 - Qualifying Device hardware recommendations:
 - Precision Touchpad (PTP) **AND**
 - SSD or eMMC (preferred) **OR**
 - Or boot from SSD in dual drive configuration or HDD+Intel Optane (allowed)
- EM/China: 100% of Advertising Activity spend will apply to the minimum POE/POS due when the Jumpstart Core Requirements are met.

Consumer Messaging Guidelines

There are two types of messaging available through Jumpstart:

- 1.Windows Experience Priority Messaging
- 2.Custom WEP Messaging

1. Windows Experience Priority Messaging

Window Experience Priority Messaging is Microsoft-approved messaging designed to promote Windows experience priorities. All WEP Messaging can be found within the Asset Supplement on [DPC](#).

Usage Guidelines

For 100% of Advertising Activity spend to apply to the minimum POE/POS due, the Windows Experience Priority Messaging must be used verbatim from the Jumpstart Asset Supplement on [DPC](#) and must not be altered in any way.

3. Custom Windows Experience Priority Messaging

OEMs may create one customized message per Windows Experience Priority feature to be used throughout the program year. Each customized message can be localized in multiple languages. To be compliant, OEMs must reach out to Jumpstart Creative Review reviewjs@microsoft.com to receive the Windows Experience Priority messaging customization guidelines and final customized messaging approval.

Localization

Windows Experience Priority Messaging and Windows Messaging must appear in the same language as the most prominent language used in the Activity. If no single language is most prominent, then the messaging can be in English, or in any of the languages that are equally prominent. Microsoft will provide the localized messaging.

Product and feature names must not be localized unless provided as a Microsoft-approved localized Product or feature name. Microsoft-approved localized Product or feature name can be found here: <https://www.microsoft.com/Language/en-US/Search.aspx>.

If the Windows messaging localization requirement conflicts with local Advertising Activity laws, contact Jumpstart Creative Review at reviewjs@microsoft.com.

Consumer Markets:

Referencing the Windows Product Name in text

When referencing Windows or a specific Windows Product name in text in Consumer markets.

For Marketing Copy and Line Lists

All Windows Products should be referenced as “Windows” or “Windows 10” in marketing body copy and headlines. The March 2017 feature update may be referenced as “Windows 10 Creators Update” in marketing body copy and headlines.

In Line Lists:

The following product names may be referenced:

- Windows 10 Home
- Windows 10 Home Single Language
- Windows 10 Mobile
- Windows 10 Home in S mode

The Enterprise/Education product names must be referenced verbatim as follows, and only in conjunction with the product preinstalled on the Device:

- Windows 10 Pro (Windows 10 Enterprise available with a Volume Licensing Agreement)
- Windows 10 Mobile (Windows 10 Mobile Enterprise available with a Volume Licensing Agreement)
- Windows 10 Pro (Windows 10 Education available with a Volume Licensing Agreement)

The National Academic product name must be referenced verbatim as follows:

- Windows 10 Pro (National Academic License)

For all Devices distributed with Windows 10 Pro (National Academic License) and the Windows 10 Anniversary Update, version 1607, the following notice must be used:

- “Windows 10 Anniversary Update*

* This Device was built for academic use and will automatically be updated to Windows 10 Pro Education with the Windows 10 Anniversary Update. Features vary; see <https://aka.ms/ProEducation> for Windows 10 Pro Education feature information.”

Windows 10 updates should be referenced as follows:

- **Feature updates:** updates that deliver new features or significant changes.
- **Quality updates:** updates that improve existing features through bug fixes and security issue resolutions. No new features are introduced in quality updates.

Examples:

- *The feature update available [Month][Year] includes the following new feature(s): [feature(s)]*
- *The quality update available [Month][Year] includes bug fixes to resolve [bug/security issue(s)]*

Windows 10 updates must not be referenced as “upgrades”.

For technical audiences, the technical version number should be included next to the Windows 10 name. The technical version number is the year and month of the update release, and should be referenced as “version [YYMM]” after Windows 10. The April 2018 feature update should be referenced as “Windows 10, version 1803”.

For OEM support pages, the March feature update can be written two ways:

- TBD- Spring Release
- Windows 10, version 1803

Compliant

- All words must start with a capitalized letter except for prepositions, such as “with”, “and”, or “for”. For example, do not use “windows 10”. Windows operating system must start with a capitalized letter in a Line List.
- Include spacing where applicable. Do not use “Windows10”.
- The full Windows Product name must appear on the same line and may not be split or word-wrapped.
- Always use the number 10. Do not spell out “ten”. The number 10 must not be localized in writing.
- Within a given market, the number 10 should be pronounced in the same manner that the version numbers are typically pronounced in other Microsoft Products, such as “Internet Explorer 11”.
- Where you include a trademark footnote to give notice of your own trademarks or third-party trademarks, you must add the following wording to the trademark footnote when referring to Windows 10 “All other trademarks are the property of their respective owners.”
- Each word within feature names are usually capitalized (e.g. Windows Ink, Windows Hello, Windows Mixed Reality).
- Just like you would not split “Windows” and “10”, you should also not split feature names. Adapt your copy or add some space to make sure that the name of our features are always fully on the same line.
- WEP feature names are usually trademarked and do not get localized.

Non-Compliant

- Never refer to the Product simply as: 10. Windows must always be included in the Product name.
- Never abbreviate Windows 10. For example, do not use “Win 10”, “W 10”, or “Win 10 Pro”.
- Windows 10 Mobile must not be referenced as “Windows Phone.”
- Do not include Microsoft in the name. The Product is Windows 10, not Microsoft Windows 10.
- Do not use Windows 10 in the possessive (e.g. do not state “Windows 10’s security features are impressive”. Use “The security features of Windows 10 are impressive”.

Localized Windows Product Names

For localized Product names, OEMs must use the approved translations provided in the Localized Windows Product Name Chart on [Device Partner Center](#). Trademark symbols are not required in marketing execution.

Windows 10 SKUs include Windows 10 Home, Windows 10 Home Single Language, Windows 10 Pro, and Windows 10 Mobile. The Windows 8.1 SKUs include:

- Windows 8.1, Windows 8.1 Pro, Windows 8.1 Single Language, and
- Windows 8.1 中文版. Chinese Windows Product names are not interchangeable.

Jumpstart 2019 Consumer Advertising Activity Requirements

Exempt Accessories

The following accessories, featured for sale specifically with the promoted Windows 10 Devices, are exempt from the most numerous Product featured count in the Activity. All other accessories present in the Activity are counted toward the most numerous Product count.

- Keyboard, Device carrying case, cover, or backpack, stylus, power-supply adapter, battery, mouse, or docking station.
- Mixed Reality headsets and controllers.
- Free or discounted gifts with purchase. Activity must explicitly identify that gifts are free /discounted only with the purchase of the Windows 10 Devices promoted in the Activity.
- Devices or products may include a promotional gift card provided the card does not have a resale value or is sold separately.
- Devices or products (except for those with a non-Windows operating system) shown in context within lifestyle photography are exempt from the most numerous Product count in the Activity. Lifestyle images:
 - Do not have any visible branding/logos on the accessories and peripherals shown in the lifestyle image.
 - Do not have any messaging or pricing information that appears next to items, indicating they are for sale.
 - Do not appear as a bundled offering as they would be purchased in a retail or e-commerce environment.
 - Show an in-use experience environment (for example, in a home or office).
- Preinstalled Microsoft Office software.
- Monitor displaying a [Primary Screenshot](#) and clearly connected to the Windows 10 Devices shown within the activity, even if sold separately.

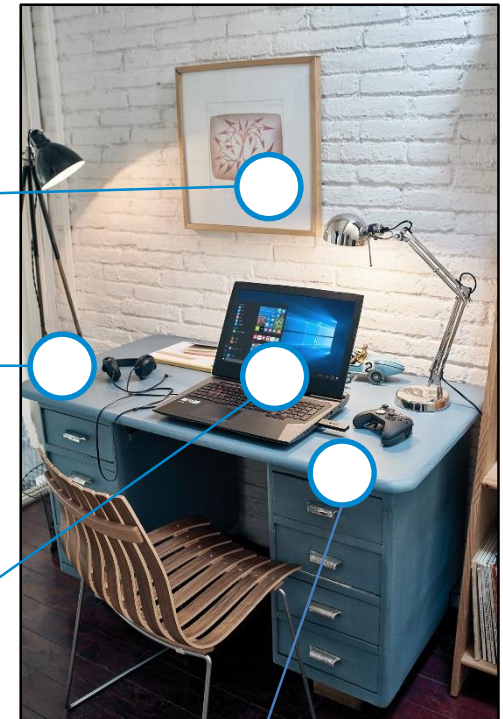
Phone Form Factor

An Activity may promote a phone form factor Device pre-installed with an Eligible Windows Product that can be used as a PC. This Activity must be submitted to Jumpstart Creative Review reviewjs@microsoft.com prior to submitting to Ad Check.

Mixed Reality Headsets (HMDs) and Controllers

An Activity may promote Mixed Reality-badged Headsets and/or Controllers as long as a Windows 10 Mixed Reality capable device is incorporated in the creative, with appropriate screenshot. The Windows 10 Mixed Reality-capable device shown must be no less than 50% of the size of the largest HMD and/or controller. This Activity must be submitted to Jumpstart Creative Review reviewjs@microsoft.com prior to submitting to Ad Check.

Example of a lifestyle image



Show an in-use experience environment (for example, in a home or office).

Do not have any visible branding/logos on the accessories and peripherals shown in the lifestyle image.

Do not appear as a bundled offering as they would be purchased in a retail or e-commerce environment.

Do not have any messaging or pricing information that appears next to items, indicating they are for sale.


Jumpstart 2019 Consumer Advertising Activity Requirements, cont.




Ineligible Activities

Activities must not:

- Contain material that is derogatory or disparages Microsoft or any of its Products or services, which is determined at the discretion of Microsoft.
- Promote or mention any app stores other than Windows Store.
- Include or promote an app if a comparable Microsoft app is available.
- OEMs are responsible for obtaining usage rights for all content shown and must consult with their internal legal teams.
- Include or promote Devices with a non-Windows operating system, with more than one operating system (physical or virtual), or without an operating system. Device includes any of the following form factors: Personal computer (including a desktop, laptop, Tablet, all-in-one, 2-in-1, or ultra-mobile); Mobile internet Device; Phones; Wearables; Streaming media players; Televisions. Two allowances to this requirement are:

Comparison example:



	Windows OS Device	Non-Windows OS Device
Device height	 Thinner 11.9mm	13.1mm
Weight	 Lighter 900g	920g
Memory:	 Faster 16GB RAM	8GB RAM

1. Side by side comparison of a Windows 10 Device and Non-Windows Device within the following parameters:

- Must be pre-approved by Jumpstart Creative Review reviewjs@microsoft.com
- Windows 10 Device is clearly favored
- No derogatory language
- No comparison to another OEM's Windows 10 Device
- No comparison within the OEM brand (Contoso model A vs. Contoso model B)

2. Inclusion of a non-Windows companion Device when shown with a Windows 10 Device within the following parameters:

- Must be pre-approved by Jumpstart Creative Review reviewjs@microsoft.com
- Windows 10 Device is prominently promoted.
- Non-Windows companion Device shown must have a functionality that utilizes a Windows Experience Priority feature.
- Non-Windows companion Device shown must promote Windows Experience Priority features available on the Windows 10 Device.
- An Activity cannot promote the sale of a non-Windows Device. For example, it cannot include the a price or purchase channel of a non-Windows Device.
- Non-Windows companion Device must shows in-use functionality of Windows Experience Priority features and must be shown being used with the Windows 10 Device.

Jumpstart 2019

Commercial Advertising

Activities Requirements

Jumpstart 2019 Commercial Advertising Activity Requirements

For purposes of the Jumpstart guidelines in this Guide, unless noted, all references to Windows 10 mean Windows 10 Pro, Windows 10 Pro Single Language, Windows 10 Pro in S mode, and Windows 10 Mobile. All references to Activity mean "Advertising Activity."

For the 2019 program year, Windows 10 Devices and/or Windows 10 Products (with the exception of [Non-Eligible OEM Systems](#)) must be the most Prominently Promoted Device and/or Product in every Advertising Activity.

Advertising activities promoting Windows 10 Pro to Consumer Markets must include a Device.

The Windows 10 Device and/or Product must be:

- The main focus of the Activity,
- If a Device is included, it must be the primary Device, or if all Devices are the same size, the first viewable item.
- The most numerous product promoted in the Activity (excluding the Products listed as [Exempt Accessories](#)), or for commercial specific activities (pages 39 – 41), Commercial WEP messaging must be used according to individual guidelines.

The presence of any other content, including, but not limited to, other Microsoft Products (except as noted as Exempt Accessories), and non-Microsoft products such as TVs, microwaves, accessories, software, images, graphics, and text, must be less than the presence of Windows 10 Devices. OEMs can only promote Windows 7 Professional or Windows 8.1 Pro when promoting end-user downgrade rights. Activities must meet the requirements in the [Advertising End-User Downgrade Rights](#) section of this Guide.

100% of Advertising Activity spend will apply to the minimum POE/POS due when the Windows Experience Priority Requirements are met. This page shows the Windows Experience Priority creative requirements at a high level that apply to Windows 10 Pro Jumpstart rebates accrued.

For 100% of Advertising Activity spend to apply to the minimum POE/POS due, all Activities must:

1. Include a Windows logo.*
2. Include Windows Experience Priority messaging provided by Microsoft
3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging.
4. Messaging may be used as a standalone asset or integrated in to the copy**
5. Meet the notebook Device z-height requirement when applicable. When one or more notebooks are shown within an Activity, there must be at least one notebook that has a Device height that is less than and not equal to 21mm. For non-notebook form factors (i.e. convertible, detachable, desktop, and AiO Devices) and PC Gaming* notebook, the Device height requirement does not apply. Device height is defined as the total height of the Device when it is fully closed (screen and keyboard folded together).

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included, OEMs must use a WEP Icon. See page 21 and 22 for usage guidelines.

**"Standalone" is defined as copy that appears on it's own or near a Windows logo and has to have identical font size of clear space around it. Please see page 60 for clear space requirements. "Integrated" is defined as appearing at the start or end of main copy appearing in the activity, and supporting the message being communicated in the copy and in the creative.

Jumpstart 2019 Commercial Advertising Activity Requirements, cont.

Jumpstart 2019 Commercial Advertising Activity is targeted for devices preinstalled with Windows Pro family of product. If Windows Home family of product is preinstalled, OEMs should follow [Consumer Advertising Activity Guidelines](#).

Windows Pro Experience Priorities

- Windows 10 is best on a Modern device
- Windows Ink
- Modern Windows 10 Pro devices help protect what you've worked to build.
- Protection from power on to power off
- Windows Hello
- Windows 10 in S mode
- Windows 10 Pro for Workstations
- Remote Desktop
- Domain Join and Group Policy
- Azure and Active Directory Join
- Windows AutoPilot

Activities that market to Windows Pro Markets should use the Windows experience priority messaging and assets for **Windows Pro Markets** assets. "Windows Pro Markets" means:

- commercial, government, healthcare, engineering, public sector, education, business, or professional End Users in any of those sectors, as indicated by an OEM System Web page or PA Impression defined as any of the aforementioned terms; or clearly designated or marketed for "work" to Windows Pro Markets referenced above

Tiered Reimbursement Structure

Two options are available for use of Advertising Activity funds, which impacts how the spend applies to the minimum POE/POS. Specific requirements are detailed in the [Jumpstart 2019: Creative Guidelines](#) section. Additional priorities may be added through the program year based on product or Windows Experience Priority updates. Windows Home cannot be marketed to Windows Pro Markets using Jumpstart funds. Jumpstart funds spent on Activities promoting both Windows Home and Windows Pro, and not targeted to Windows Pro Markets will count towards the minimum POE/POS required for Windows Home, not Windows Pro earning.

Comprehensive Requirements

100% of Advertising Activity spend will apply to the minimum POE/POS due when the **Jumpstart Comprehensive Requirements** are met as follows:

- Qualifying Device must support 2 WEP Features
- Qualifying Device in activity must be a JS Qualified Modern Form Factor:
 - ≤21 mm z-height Ultraslim, Notebook **OR**
 - All-in-One, 2-in-1 Detachable, 2-in-1 Convertible **OR**
 - Mini Desktop
- Qualifying Device hardware recommendations:
 - Precision Touchpad (PTP)
- Qualifying Device hardware requirements:
 - SSD or eMMC (preferred) **OR**
 - Or boot from SSD in dual drive configuration or HDD+Intel Optane

Core Requirements

80% of Advertising Activity spend will apply to the minimum POE/POS due when the **Jumpstart Core Requirements** are met as follows:

- Qualifying Device must support 1 WEP Feature
- If a screenshot is used, must be a WEP Feature Screenshot
- Qualifying Device may be any PC Form Factor
- Qualifying Device hardware recommendations:
 - Precision Touchpad (PTP) **AND**
 - SSD or eMMC (preferred) **OR**
 - Or boot from SSD in dual drive configuration or HDD+Intel Optane
- EM/China: 100% of Advertising Activity spend will apply to the minimum POE/POS due when the Jumpstart Core Requirements are met.

Commercial Messaging Requirements

There are two types of messaging available through Jumpstart:

- 1.Windows Experience Priority Messaging
- 2.Custom WEP Messaging

1. Windows Experience Priority Messaging

Window Experience Priority Messaging is Microsoft-approved messaging designed to promote Windows experience priorities. All WEP Messaging can be found within the Asset Supplement on [DPC](#).

Usage Guidelines

For 100% of Advertising Activity spend to apply to the minimum POE/POS due, the Windows Experience Priority Messaging must be used according to these guidelines:

- Messaging must be verbatim from the Jumpstart Asset Supplement on [DPC](#) and must not be altered in any way.

3. Custom Windows Experience Priority Messaging

OEMs may create one customized message per Windows Experience Priority feature to be used throughout the program year. Each customized message can be localized in multiple languages. To be compliant, OEMs must reach out to Jumpstart Creative Review reviewjs@microsoft.com to receive the Windows Experience Priority messaging customization guidelines and final customized messaging approval.

Localization

Windows Experience Priority Messaging and Windows Messaging must appear in the same language as the most prominent language used in the Activity. If no single language is most prominent, then the messaging can be in English, or in any of the languages that are equally prominent. Microsoft will provide the localized messaging.

Product and feature names must not be localized unless provided as a Microsoft-approved localized Product or feature name. Microsoft-approved localized Product or feature name can be found here: <https://www.microsoft.com/Language/en-US/Search.aspx>.

If the Windows messaging localization requirement conflicts with local Advertising Activity laws, contact Jumpstart Creative Review at reviewjs@microsoft.com.

Commercial Markets: Referencing the Windows Product Name in Text

When referencing Windows or a specific Windows Product name in text in Commercial markets.

For Marketing Copy and Line Lists

All Windows Products should be referenced as “Windows” or “Windows 10” in marketing body copy and headlines. The March 2017 feature update may be referenced as “Windows 10 Creators Update” in marketing body copy and headlines.

In Line Lists:

The following product names may be referenced:

- Windows 10 Pro
- Windows 10 Mobile
- Windows 10 Pro in S mode
- Windows 10 Pro for Workstations

The Enterprise/Education product names must be referenced verbatim as follows, and only in conjunction with the product preinstalled on the Device:

- Windows 10 Pro (Windows 10 Enterprise available with a Volume Licensing Agreement)
- Windows 10 Mobile (Windows 10 Mobile Enterprise available with a Volume Licensing Agreement)
- Windows 10 Pro (Windows 10 Education available with a Volume Licensing Agreement)

The National Academic product name must be referenced verbatim as follows:

- Windows 10 Pro (National Academic License)

For all Devices distributed with Windows 10 Pro (National Academic License) and the Windows 10 Anniversary Update, version 1607, the following notice must be used:

- “Windows 10 Anniversary Update*

* This Device was built for academic use and will automatically be updated to Windows 10 Pro Education with the Windows 10 Anniversary Update. Features vary; see <https://aka.ms/ProEducation> for Windows 10 Pro Education feature information.”

Windows 10 updates should be referenced as follows:

- **Feature updates:** updates that deliver new features or significant changes.
- **Quality updates:** updates that improve existing features through bug fixes and security issue resolutions. No new features are introduced in quality updates.

Examples:

- *The feature update available [Month][Year] includes the following new feature(s): [feature(s)]*
- *The quality update available [Month][Year] includes bug fixes to resolve [bug/security issue(s)]*

Windows 10 updates must not be referenced as “upgrades”.

For technical audiences, the technical version number should be included next to the Windows 10 name. The technical version number is the year and month of the update release, and should be referenced as “version [YYMM]” after Windows 10. The April 2018 feature update should be referenced as “Windows 10, version 1803”.

For OEM support pages, the March feature update can be written two ways:

- TBD- Spring Release
- Windows 10, version 1803

Compliant

- All words must start with a capitalized letter except for prepositions, such as “with”, “and”, or “for”. For example, do not use “windows 10”. Windows operating system must start with a capitalized letter in a LineList.
- Include spacing where applicable. Do not use “Windows10”.
- The full Windows Product name must appear on the same line and may not be split or word-wrapped.
- Always use the number 10. Do not spell out “ten”. The number 10 must not be localized in writing.
- Within a given market, the number 10 should be pronounced in the same manner that the version numbers are typically pronounced in other Microsoft Products, such as “Internet Explorer 11”.
- Where you include a trademark footnote to give notice of your own trademarks or third-party trademarks, you must add the following wording to the trademark footnote when referring to Windows 10 “All other trademarks are the property of their respective owners.”
- Each word within feature names are usually capitalized (e.g. Windows Ink, Windows Hello, Windows Mixed Reality).
- Just like you would not split “Windows” and “10”, you should also not split feature names. Adapt your copy or add some space to make sure that the name of our features are always fully on the same line.
- WEP feature names are usually trademarked and do not get localized.

Non-Compliant

- Never refer to the Product simply as: 10. Windows must always be included in the Product name.
- Never abbreviate Windows 10. For example, do not use “Win 10”, “W 10”, or “Win 10Pro”.
- Windows 10 Mobile must not be referenced as “Windows Phone.”
- Do not include Microsoft in the name. The Product is Windows 10, not Microsoft Windows 10.
- Do not use Windows 10 in the possessive (e.g. do not state “Windows 10’s security features are impressive”. Use “The security features of Windows 10 are impressive”.

Localized Windows Product Names

For localized Product names, OEMs must use the approved translations provided in the Localized Windows Product Name Chart on [Device Partner Center](#). Trademark symbols are not required in marketing execution.

Windows 10 SKUs include Windows 10 Home, Windows 10 Home Single Language, Windows 10 Pro, and Windows 10 Mobile. The Windows 8.1 SKUs include:

- Windows 8.1, Windows 8.1 Pro, Windows 8.1 Single Language, and
- Windows 8.1 中文版. Chinese Windows Product names are not interchangeable.

Jumpstart 2019 Commercial Advertising Activity Requirements

Exempt Accessories

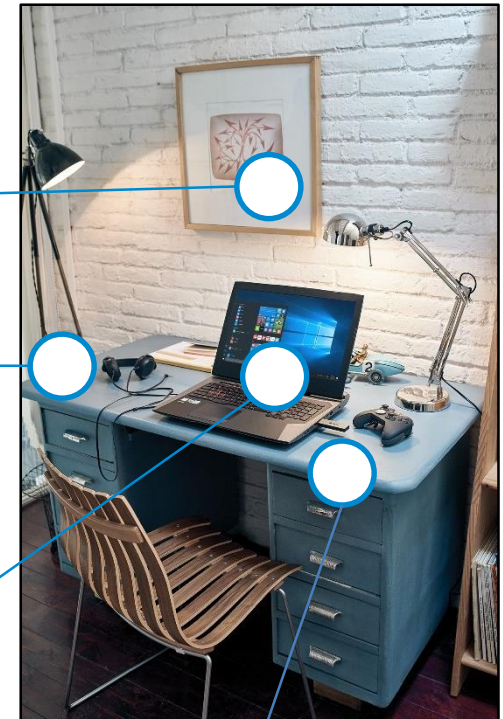
The following accessories, featured for sale specifically with the promoted Windows 10 Devices, are exempt from the most numerous Product featured count in the Activity. All other accessories present in the Activity are counted toward the most numerous Product count.

- Keyboard, Device carrying case, cover, or backpack, stylus, power-supply adapter, battery, mouse, or docking station.
- Mixed Reality headsets and controllers.
- Free or discounted gifts with purchase. Activity must explicitly identify that gifts are free /discounted only with the purchase of the Windows 10 Devices promoted in the Activity.
- Devices or products may include a promotional gift card provided the card does not have a resale value or is sold separately.
- Devices or products (except for those with a non-Windows operating system) shown in context within lifestyle photography are exempt from the most numerous Product count in the Activity. Lifestyle images:
 - Do not have any visible branding/logos on the accessories and peripherals shown in the lifestyle image.
 - Do not have any messaging or pricing information that appears next to items, indicating they are for sale.
 - Do not appear as a bundled offering as they would be purchased in a retail or e-commerce environment.
 - Show an in-use experience environment (for example, in a home or office).
- Preinstalled Microsoft Office software.
- Monitor displaying a [Primary Screenshot](#) and clearly connected to the Windows 10 Devices shown within the activity, even if sold separately.

Phone Form Factor

An Activity may promote a phone form factor Device pre-installed with an Eligible Windows Product that can be used as a PC. This Activity must be submitted to Jumpstart Creative Review reviewjs@microsoft.com prior to submitting to Ad Check.

Example of a lifestyle image



Show an in-use experience environment (for example, in a home or office).

Do not have any visible branding/logos on the accessories and peripherals shown in the lifestyle image.

Do not appear as a bundled offering as they would be purchased in a retail or e-commerce environment.

Do not have any messaging or pricing information that appears next to items, indicating they are for sale.




Jumpstart 2019 Commercial Advertising Activity Requirements, cont.

Ineligible Activities

Activities must not:

- Contain material that is derogatory or disparages Microsoft or any of its Products or services, which is determined at the discretion of Microsoft.
- Promote or mention any app stores other than Windows Store.
- Include or promote an app if a comparable Microsoft app is available.
- OEMs are responsible for obtaining usage rights for all content shown and must consult with their internal legal teams.
- Include or promote Devices with a non-Windows operating system, with more than one operating system (physical or virtual), or without an operating system. Device includes any of the following form factors: Personal computer (including a desktop, laptop, Tablet, all-in-one, 2-in-1, or ultra-mobile); Mobile internet Device; Phones; Wearables; Streaming media players; Televisions. Two allowances to this requirement are:

Comparison example:

	Windows OS Device	Non-Windows OS Device
Device height	 Thinner 11.9mm	13.1mm
Weight	 Lighter 900g	920g
Memory:	 Faster 16GB RAM	8GB RAM

1. Side by side comparison of a Windows 10 Device and Non-Windows Device within the following parameters:

- Must be pre-approved by Jumpstart Creative Review reviewjs@microsoft.com
- Windows 10 Device is clearly favored
- No derogatory language
- No comparison to another OEM's Windows 10 Device
- No comparison within the OEM brand (Contoso model A vs. Contoso model B)

2. Inclusion of a non-Windows companion Device when shown with a Windows 10 Device within the following parameters:

- Must be pre-approved by Jumpstart Creative Review reviewjs@microsoft.com
- Windows 10 Device is prominently promoted.
- Non-Windows companion Device shown must have a functionality that utilizes a Windows Experience Priority feature.
- Non-Windows companion Device shown must promote Windows Experience Priority features available on the Windows 10 Device.
- An Activity cannot promote the sale of a non-Windows Device. For example, it cannot include the a price or purchase channel of a non-Windows Device.
- Non-Windows companion Device must shows in-use functionality of Windows Experience Priority features and must be shown being used with the Windows 10 Device.

Jumpstart 2019 Eligible Advertising Activities

Eligible Advertising Activities

Jumpstart will fund creative costs, and agency, production of material, and placement fees for activities that meet the Jumpstart execution requirements. Expenses include:

- Creative costs, including website/design fees
- Agency fees, including PR, talent, event management, temporary event personnel fees
- Production of material fees, including studio costs, cost of materials (e.g. printer fees, paper)
- Placement fees, including media buy, postage/distribution/shipping, booth rental/installation and staging fees

Pages 27 through 30 show the new Eligible Advertising Activities structure. For the Release Candidate document, all Advertising Activities will be reorganized to fit this new format. The purpose of these pages is to make OEMs aware of new advertising activity categorizations and definitions.

Definitions

- D2C = Direct to Consumer. These are Activities executed by OEMs directly to consumers.
- TC = Through Channel. These are Activities executed by channel partners to consumers on behalf of OEMs.

Vehicle	Tactic	Page Number	Definition
D2C: Broadcast	Radio	36	Live or pre-recorded advertisement on a commercial radio station.
	TV	37	Pre-recorded TV commercial aired before, during or after TV programs. This also includes banners which will appear during TV programs.
	Movie Trailer	37	Advertisement appearing before or after movies at the theaters.
	Infomercial/Live TV	36	Extended live advertisement on a commercial television station.
	Creative agency fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
D2C: Print	Single page, Dual Page, Fold Out	38	Advertisement on customer print publications including Newspapers, Magazines, Circulars, Flyers, and Point of Sales print materials.
	General Catalog/Newsletter/Mail	38	Customer print publications including, Brochures, and Catalogs broadly sent to all potential customers.
	Targeted Catalog/Newsletter/Mail	38	Customer print publications including, Brochures, and Catalogs sent to targeted customers based on consumer insights.
	Out of Home (OOH)	42	Large format advertising designed to attract consumers in high traffic public areas. Can include street furniture, transit and alternative media. Only the printable area of the ad space is considered. For example, the printable area of a bus wrap includes the amount of physical space of the wrap, which may not include the entire bus.
	Creative agency fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
	Whitepapers	39	Multi-page informative paper presented on a specific topic.
	Battle Cards	40	Sales aids to educate commercial sales teams and prepare for conversations with customers. May only include information to sell against competing platforms; must not denigrate a peer (Apple, Chrome).
	ITDM Leave Behinds	41	One page document summarizing benefit of software and hardware solution

Direct to Consumer: Eligible Advertising Activities

Vehicle	Tactic	Page Number	Definition
D2C: Online/Web	OEM.com	44	A web page within an OEM owned website that doesn't allow for purchase from the immediate page.
	Web Page/Campaign Landing Page	44	A web page within an non-OEM owned website that doesn't allow for purchase from the immediate page
	Display Advertising	45	Display advertisement on a customer-facing website that clicks through the intended web page featured in the display ads.
	Videos	37	Advertisement appearing on a digital presence such as YouTube, Netflix, etc.
	Out of Home (OOH)	37	Large format advertising designed to attract consumers in high traffic public areas. Can include street furniture, transit and alternative media.
	General E-catalog/ E-commerce/ E-newsletter/ E-mail	44	E-catalog or digital communication such as e-newsletter/e-mail broadly sent to all potential customers.
	Targeted E-catalog/ E-commerce/ E-newsletter/ E-mail	44	E-catalog or digital communication such as e-newsletter/e-mail sent to targeted customers based on consumer insights.
	Mobile	43	Mobile Device targeted advertisement such as mobile web, multimedia messaging service, mobile video and mobile banners.
	Social Media	45	Social media advertisement such as paid tweets, paid posts, within social network sites.
	Creative agency fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
	Retailer.com Syndicated Content	47	If OEM is syndicating content to Retailer.com Product Detail Pages, OEM must also include corresponding WEP Digital Placemat as found in Asset Supplement.
D2C: General Awareness Event	Print	38-42	Customer-facing events designed to only announce news and generate demand. No sales happen. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	
D2C: Consumer Engagement/ Conversion Event	Print	38-42	Customer-facing events designed to drive sales and promote conversion during the event. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	

Through Channel: Eligible Advertising Activities

Vehicle	Tactic	Page Number	Definition
TC: Broadcast	Radio	36	Live or pre-recorded advertisement on a commercial radio station.
	TV	37	Pre-recorded TV commercial aired before, during or after TV programs.
	Movie Trailer	37	Advertisement appearing before or after movies at the theaters.
	Infomercial/Live TV	36	Extended live advertisement on a commercial television station.
	Creative Agency Fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
TC: Print	Single Page, Dual Page, Fold Out	38	Advertisement on customer print publications including Newspapers, Magazines, Circulars, Flyers, and Point of Sales print materials
	General Catalog/Newsletter/Mail	38	Customer print publications including, Brochures, and Catalogs broadly sent to all potential customers.
	Targeted Catalog/Newsletter/Mail	38	Customer print publications including, Brochures, and Catalogs sent to targeted customers based on consumer insights.
	Out of Home (OOH)	42	Large format advertising designed to attract consumers in high traffic public areas. Can include street furniture, transit and alternative media. Only the printable area of the ad space is considered. For example, the printable area of a bus wrap includes the amount of physical space of the wrap, which may not include the entire bus.
	Creative Agency Fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
	Whitepapers	39	Multi-page informative paper presented on a specific topic.
	Battle Cards	40	Sales aids to educate commercial sales teams and prepare for conversations with customers. May only include information to sell against competing platforms; must not denigrate a peer (Apple, Chrome).
	ITDM Leave Behinds	41	One page document summarizing benefit of software and hardware solution.
TC: Online/Web	Web Page/ Campaign Landing Page	44	A web page within an non-OEM owned website that doesn't allow for purchase from the immediate page
	E-tail (digital POS)	44	"3rd party channel digital point of sales material and/or product detail page that does allow for purchase on the immediate page"
	Display Advertising	45	Display advertisement on a customer-facing website that clicks through the intended web page featured In the display ads.
	Videos	37	Advertisement appearing on a digital presence such as YouTube, Netflix, etc.
	Out of Home (OOH)	37	Large format advertising designed to attract consumers in high traffic public areas. Can include street furniture, transit and alternative media.
	Retailer.com Syndicated Content		If OEM is syndicating content to Retailer.com Product Detail Pages, OEM must also include corresponding WEP Digital Placemat as found in Asset Supplement.

Through Channel: Eligible Advertising Activities

Vehicle	Tactic	Page Number	Definition
TC: Online/Web	General E-catalog/ E-commerce/ E-newsletter/ E-mail	44	E-catalog or digital communication such as e-newsletter/e-mail broadly sent to all potential customers.
	Targeted E-catalog/ E-commerce/ E-newsletter/ E-mail	44	E-catalog or digital communication such as e-newsletter/e-mail sent to targeted customers based on consumer insights.
	Mobile	43	Mobile Device targeted advertisement such as mobile web, multimedia messaging service, mobile video and mobile banners.
	Social Media	45	Social media advertisement such as paid tweets, paid posts, within social network sites.
	Creative Agency Fee	n/a	A fee paid to a 3rd party agency to develop creative assets. This line item will be available in CHIP only when submitting POS. Creative fees must be submitted separately from placement fees.
TC: General Awareness Event:	Print	38-42	Customer-facing events designed to only announce news and generate demand. No sales happen. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	
TC: Consumer Engagement/ Conversion Event	Print	38-42	Customer-facing events designed to drive sales and promote conversion during the event. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	
TC: Retail - Visual Merchandise	Print	38-42	3rd party channel physical point of sale materials, including signage, fixture and fact tag. Note: Point of Sales material are classified as Single/Dual page and Fold Out under Print. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	
TC: Retail - Experiential	Print	38-42	In-store experiential advertising activity where customers can interact with a Windows 10 Device. *Refer to page 26 for Display Advertising (Animated) Out of Home (Online/Web) requirements.
	Online/Web	37, 43-45*	
	Broadcast	36-37	
	Fixture	46	
	Apparel	46	

Jumpstart 2019: Creative Guidelines

Important Note: Creative Guidelines are grouped by tactics that share the same requirements. The Direct to Customer and Through Channel designations do not impact requirements.

Radio

CREATIVE GUIDELINES

TACTIC

JUMPSTART REQUIREMENTS

Radio

Windows Experience Priority Requirements	Core Requirements
100% applied to minimum POE/ POS due	80%** applied to minimum POE/ POS Due
1. Audio mention of Windows. 2. Device height requirement when applicable. 3. Audio mention of Windows Experience Priority Messaging .	1. Audio mention of Windows. 2. Audio mention of WEP messaging.

Infomercial/Live TV

CREATIVE GUIDELINES

TACTIC

Infomercial/Live TV

- 15% of the Broadcast must be dedicated to the Windows 10 Device(s) and must include all the Jumpstart Requirements.
- To calculate the required percentage, concurrently time the presence of the Windows Logo, Windows audio mention, Messaging audio mention, and display of fully visible Approved Screenshot(s) as a percentage of the total broadcast time. For example, 2 seconds of Messaging broadcast concurrently with the Windows Logo, is measured as a total of 2 seconds towards the broadcast time requirement.
 - OEM 1st Party and third party Apps shown in Screenshots do not count toward the minimum time requirement.
 - Windows Logo appearance in a Screenshot or Demo Video does not count toward the Visible Windows Logo requirement. However, Windows Logo appearance on stage props and background signage will count toward the Visible Windows Logo requirement.

Windows Experience Priority Requirements	Core Requirements
100% applied to minimum POE/ POS due	80%** applied to minimum POE/ POS due
1. Windows Logo *. 2. Windows Experience Priority Messaging. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable.	1. Windows Logo . 2. Approved Screenshot on every display shown (audio mention of WEP messaging must be used if a fully visible screenshot is not shown). If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

RECOMMENDED PRE-APPROVAL SUBMISSION STEPS FOR BROADCAST/VIDEO ADVERTISING

- Submit to reviews@microsoft.com: Storyboard and all customized screenshots
- Submit to Ad Check: Approved storyboard, script PDF/DOC, and WMV file of Broadcast Activity

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included, OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

TV | Movie Trailer | Videos | Display Advertising (Animated) | Out of Home (Online/Web)

CREATIVE GUIDELINES

JUMPSTART REQUIREMENTS

The following Jumpstart Requirements must be included, based on the length of the motion asset.

Length of Video		1-15 seconds	16-30 seconds	31-60 seconds	60+ seconds Option 1	60+ seconds Option 2
Windows Experience Priority Requirements						
100% applied to minimum POE/ POS due	1. Windows Animated Logo or Windows Logo ^{1*} for the minimum required amount of time.**	3 seconds	3 seconds	5 seconds	entire length of video	15% of broadcast time.** Must include each Requirement at least once. Primary Screenshot must be on at least one display.
	2. Device height requirement when applicable.					
	3. Windows Experience Priority Messaging . If a Windows Experience Priority Screenshot is shown for the required amount of time, Windows Experience Priority messaging is not required.					
		2 seconds	3 seconds	5 seconds	5 seconds	
	4. The Primary Screenshot matching Windows Experience Priority Messaging must be shown for the minimum required amount of time. An Approved Screenshot ² is required on every display shown.	2 seconds	3 seconds	5 seconds	on at least one display	
Core Requirements						
80%* applied to minimum POE/ POS due	1. Windows Animated Logo or Windows Logo ^{1*} for the minimum required amount of time.**	3 seconds	3 seconds	5 seconds	entire length of video	15% of broadcast time.** Must include each Requirement at least once. Primary Screenshot must be on at least one display.
	2. The Primary Screenshot must be shown for the minimum required amount of time. An Approved Screenshot ² is required on every display shown. If a display is shown and Windows Experience Priority Messaging used, corresponding Windows Experience Priority Screenshots provided by Microsoft must be used.	2 seconds	3 seconds	5 seconds	on at least one display	

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

**Broadcast time is measured concurrently by timing each distinct sequence (e.g. Windows Logo, Primary/Approved Screenshot, Windows Messaging) devoted to the Windows 10 Device and adding up the total time (for example, If the Windows Messaging is two seconds and is shown concurrently with the Windows Logo, then this time is measured as two seconds toward the 15% broadcast time requirement.) The time during which an approved Screenshot is visible will count toward the 15% Broadcast time requirement, and time measurement will begin when the Device screen is fully viewable (for example, a laptop screen that is fully opened). OEM 1st Party and third party Apps shown in Screenshots will not count toward the minimum time requirement.

RECOMMENDED PRE-APPROVAL SUBMISSION STEPS FOR BROADCAST/VIDEO ADVERTISING

1. Submit to reviewjs@microsoft.com: Storyboard and all customized screenshots
2. Submit to Ad Check: Approved storyboard, script PDF/DOC, and WMV file of Broadcast Activity

¹For TV activities created and broadcast in Japan only, all OEMs should include the Windows Logo at the end of the Broadcast Activity or the Windows Animated Logo when possible. When that is not possible due to Japan broadcast laws, OEMs may show the Windows Logo at any time during the Activity for the required minimum time, to meet the Broadcast Activity Jumpstart Requirements.

²Approved Screenshots on every display shown are not subject to minimum time requirements due to Japan broadcast laws, OEMs may show the Windows Logo at any time during the Activity for the required minimum time, to meet the Broadcast Activity Jumpstart Requirements.

Single Page, Dual Page, Fold-Out | General & Targeted Catalog, Newsletter, and Mail

CREATIVE GUIDELINES

TACTIC

JUMPSTART REQUIREMENTS

	Windows Experience Priority Requirements	Core Requirements
Single Page, Dual Page, Fold-Out	100% applied to minimum POE/ POS due	80%** applied to minimum POE/ POS due
General Catalog***/Newsletter/Mail	<ol style="list-style-type: none"> 1. Windows Logo*. 2. Windows Experience Priority Messaging. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable. 	<ol style="list-style-type: none"> 1. Windows Logo. 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.
Targeted Catalog***/Newsletter/Mail		

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

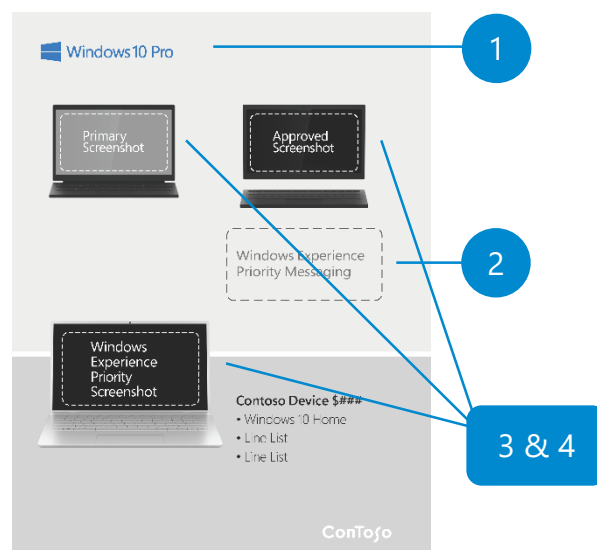
*** The following pages are excluded from the [Windows Logo](#) and [Messaging](#) Jumpstart Requirements. The screenshots may show a Start screen instead of Windows Experience Priority screenshots if a display is shown:

- Technical specification pages (for example, entire pages dedicated to listing specs in a chart).
- Pages that do not include any Products such as Support information pages (e.g., driver download info, support hours, contact info), Company's background, news, or employment information (e.g. feature stories, awards, employment opportunities), OEM legal notices, table of contents page, pages focused on the ecological benefits of the Windows 10 Devices, or pages dedicated to accessories and peripherals for Windows 10 Devices.

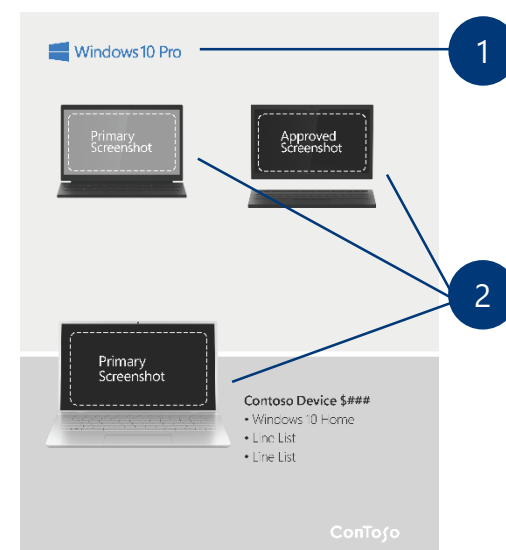


For all Print Activities that offer or mention an OEM System by series, model, or price, and include a Line List, the Windows SKU mention must be 1st or 2nd in the line list. Refer to the [Line List Requirements section of the Guide](#) for details.

Windows Experience Priority Requirements Example



Core Requirements Example



Whitepapers

Information published to establish author or company as subject matter experts

CREATIVE GUIDELINES

TACTIC	JUMPSTART REQUIREMENTS			
Whitepaper: Multi-page informative paper presented on a specific topic.	Windows Experience Priority Requirements		Core Requirements	
	100% applied to minimum POE/ POS due	1. Windows Logo *. 2. Windows Experience Priority Messaging body copy. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging.	80% applied to minimum POE/ POS due*	1. Windows Logo . 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Icon. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

! For all Print Activities that offer or mention an OEM System by series, model, or price, and include a Line List, the Windows SKU mention must be 1st or 2nd in the line list. Refer to the [Line List Requirements section of the Guide](#) for details.

Sales Battle Cards

Tool to help sellers position Windows on a Modern Commercial device.

CREATIVE GUIDELINES

TACTIC

JUMPSTART REQUIREMENTS

Sales Battle Card

Typically internal document used by sellers to prepare for sales discussions.

May only include information to sell against competing platforms; must not denigrate a peer (Apple, Chrome).

Windows Experience Priority Requirements

100%

applied to minimum POE/ POS due

1. [Windows Logo](#)*
2. Windows Experience Priority Messaging.
3. At minimum, four (4) WEP messages must be used within document.
4. [Approved Screenshot](#) on every display shown. Primary Screenshots must match Windows Experience Priority Messaging.

Core Requirements

80%

applied to minimum POE/ POS due*

1. [Windows Logo](#).
2. [Approved Screenshot](#) on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Icon. Please refer to the [Windows Experience Priority Icons](#) guidelines.



For all Print Activities that offer or mention an OEM System by series, model, or price, and include a Line List, the Windows SKU mention must be 1st or 2nd in the line list. Refer to the [Line List Requirements section of the Guide](#) for details.

ITDM Flier/Leave Behind

One page document summarizing benefit of software and hardware solution

CREATIVE GUIDELINES

TACTIC	JUMPSTART REQUIREMENTS			
	Windows Experience Priority Requirements		Core Requirements	
Customer Leave Behind	100% applied to minimum POE/ POS due	<ol style="list-style-type: none"> 1. Windows Logo*. 2. Windows Experience Priority Messaging body copy. <ol style="list-style-type: none"> A. WEP body copy must be mentioned in the first half of the document. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 	80% applied to minimum POE/ POS due*	<ol style="list-style-type: none"> 1. Windows Logo. 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Icon. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

! For all Print Activities that offer or mention an OEM System by series, model, or price, and include a Line List, the Windows SKU mention must be 1st or 2nd in the line list. Refer to the [Line List Requirements section of the Guide](#) for details.

Out of Home (Print)

CREATIVE GUIDELINES

TACTIC

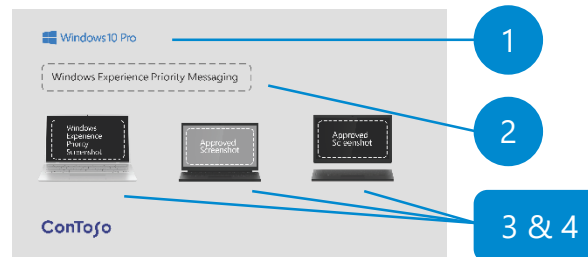
JUMPSTART REQUIREMENTS

Out of Home (Print)	Only the printable area of the ad space is considered. For example, the printable area of a bus wrap includes the amount of physical space of the wrap, which may not include the entire bus.	Windows Experience Priority Requirements	Core Requirements
		100% applied to minimum POE/POS due	80%** applied to minimum POE/POS due **100% in EM/China
		1. Windows Logo* . 2. Windows Experience Priority Messaging. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable.	1. Windows Logo . 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

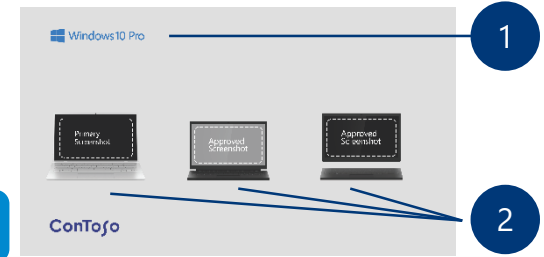
*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

When submitting with a Retail Fixture: If a live, working Windows 10 Device is present in the Retail Fixture, a Windows 10 Device does not need to be included on the backer graphic. See Fixture guidelines on device requirements.

Windows Experience Priority Requirements Example



Core Requirements Example



Mobile

CREATIVE GUIDELINES

TACTIC

JUMPSTART REQUIREMENTS

		Windows Experience Priority Requirements	Core Requirements
Mobile	Mobile Web Page		
	Mobile Banner	100% applied to minimum POE/POS due	80%** applied to minimum POE/POS Due
		1. Windows Logo * in the first viewable portion of the page. 2. Windows Experience Priority Messaging. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable	1. Windows Logo . 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.
		Requirements	
	Mobile Short Message Service (SMS)/ Mobile Multimedia Messaging Service (MMS)	100% applied to minimum POE/POS due	1. Text mention of Windows or Windows* Logo . 2. Approved Screenshot on every display shown (Windows Messaging , if a fully visible screenshot is not shown).

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

General & Targeted E-Catalog/E-commerce/E-newsletter/E-mail | OEM.com | E-Tail (digital POS) | Web Page/Campaign Landing Page

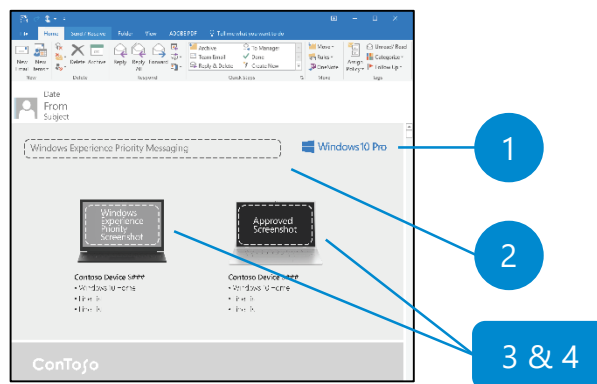
CREATIVE GUIDELINES

TACTIC	JUMPSTART REQUIREMENTS	
	Windows Experience Priority Requirements	Core Requirements
General E-Catalog/E-commerce/E-newsletter/E-mail	100% applied to minimum POE/POS due	80%* applied to minimum POE/POS due
Targeted E-Catalog/E-commerce/E-newsletter/E-mail		
OEM.com		
E-Tail (digital POS)		
E-Tail Syndication **		
Web Page/Campaign Landing Page		
	1. Windows Logo * in the first viewable portion of the page. 2. Windows Experience Priority Messaging.** 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable	1. Windows Logo in the first viewable portion of the page. 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

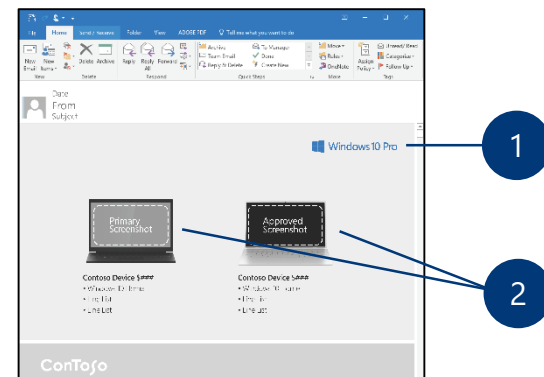
*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

**If OEM is syndicating content to Retailer.com Product Detail Pages, OEM must also include corresponding WEP Digital Placemat as found in Asset Supplement.

Windows Experience Priority Requirements Example



Core Requirements Example



Display Advertising

CREATIVE GUIDELINES

TACTIC

Display Advertising

For animated and expandable Banners, follow the guidelines for [TV | Movie Trailer | Videos | Display Advertising \(Animated\) | Out of Home \(Online/Web\)](#)

JUMPSTART REQUIREMENTS

Complete Jumpstart Requirements must be met in their entirety on the Display Advertising/Social Media advertisement, or complete [General & Targeted E-Catalog/E-commerce/E-newsletter/E-mail | OEM.com | E-Tail \(digital POS\) | Web Page/Campaign Landing Page](#) may be met in their entirety on the associated third party Web Page or OEM.com page directly linked from the Banner/Social Media advertisement (in this case, the Display Advertising/Social Media submission must include a link to the associated third party Web Page or OEM.com).

Windows Experience Priority Requirements	Core Requirements
100% applied to minimum POE/POS due	80%* applied to minimum POE/POS Due
1. Windows Logo * in the first viewable portion of the page. 2. Windows Experience Priority Messaging. 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable	1. Windows Logo . 2. Approved Screenshot on every display shown. WEP messaging must be used if a fully visible screenshot is not shown. If a display is shown and Windows Experience Priority Messaging used, Windows Experience Priority Screenshots must be used.

Social Media

CREATIVE GUIDELINES

TACTIC

Social Media

If Jumpstart Requirements are being met in their entirety on the Paid Social Media Activity all creative elements will be reviewed for Jumpstart compliance.

JUMPSTART REQUIREMENTS

Windows Experience Priority Requirements	Core Requirements
100% applied to minimum POE/POS Due	80%* applied to minimum POE/POS Due
1. Windows Logo * or #Windows10.** 2. Windows Experience Priority Messaging 3. Approved Screenshot on every display shown. Primary Screenshots must match Windows Experience Priority Messaging. 4. Device height requirement when applicable 5. An image, video or animated banner must be included. Any Jumpstart-funded video shown must follow TV Movie Trailer Videos Display Advertising (Animated) Out of Home (Online/Web) guidelines.	1. Windows Logo or #Windows10.** 2. An image, video or animated banner must be included. Approved Screenshot on every display shown (Windows Messaging must be used, if a fully visible screenshot is not shown). Any Jumpstart-funded video shown must follow the TV Movie Trailer Videos Display Advertising (Animated) Out of Home (Online/Web) guidelines.

*For Advertising Activities that **do not have** any type of OEM or 3rd party logos included. OEMs must use a Windows Experience Priority feature icon and corresponding Windows Experience Priority Messaging to meet the requirement. Please refer to the [Windows Experience Priority: Icons](#) guidelines.

**Use the corresponding hashtag for the Windows product within the activity: For example, #Windows10Pro, #Windows10Home

Fixture

CREATIVE GUIDELINES

TACTIC

Fixture

If in a retail location, excluding retail locations listed in the "Jumpstart Retail Storefront Exclusion List" on [DPC](#). A 60-day compliance grace period is provided following the publication of the Jumpstart Retail Storefront Exclusion List. Contact your Microsoft Account Manager with questions.

JUMPSTART REQUIREMENTS

Windows Experience Priority Requirements

100%

applied to minimum POE/POS due

1. Requires Pre-approval.
2. Device height requirement when applicable.
3. Fixture must feature at least one Windows 10 Device and must not include any non-Windows OS Device(s). All Windows Devices must show the Microsoft Retail Demo eXperience (RDX). For questions regarding RDX, contact pcdemo@microsoft.com.
4. Signage must follow either the [Out of Home \(Print\)](#) or [TV | Movie Trailer | Videos | Display Advertising \(Animated\)](#) | [Out of Home \(Online/Web\)](#) Jumpstart Windows Experience Priority Requirements.

Core Requirements

80%*

applied to minimum POE/POS due

1. Requires Pre-approval.
2. Fixture must feature at least one Windows 10 Device and must not include any non-Windows OS Device(s). All Windows Devices must show the Microsoft Retail Demo eXperience (RDX). For questions regarding RDX, contact pcdemo@microsoft.com.
3. Signage must follow either the [Out of Home \(Print\)](#) or [TV | Movie Trailer | Videos | Display Advertising \(Animated\)](#) | [Out of Home \(Online/Web\)](#) Jumpstart Core Requirements

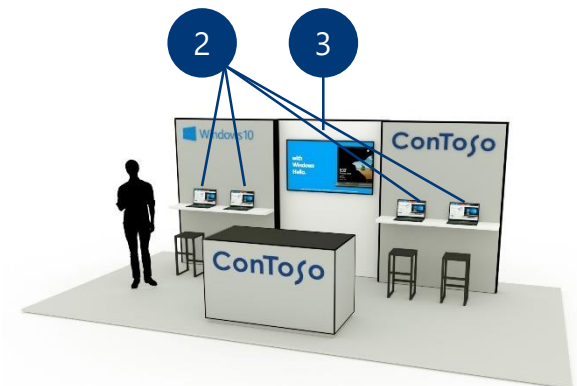
*REQUIRED PRE-APPROVAL SUBMISSION STEPS FOR RETAIL/EVENT ADVERTISING: FIXTURE

1. PDF of 2D/3D images showing Event/Retail Fixture(s) and placement of Windows 10 Device, signage, and associated printed material. Device image must show the Microsoft Retail Demo eXperience (RDX) video in use (by including the "RDX screenshot" available on [DPC](#) on the Device displays).
2. PDF of all Event/Retail Signage associated with Retail Fixture(s) for review abiding by either the [Out of Home \(Print\)](#) requirements, or if the signage is digital, refer to the [TV | Movie Trailer | Videos | Display Advertising \(Animated\)](#) | [Out of Home \(Online/Web\)](#) creative guidelines.

Windows Experience Priority Requirements Example



Core Requirements Example



Apparel

CREATIVE GUIDELINES

TACTIC

Apparel

JUMPSTART REQUIREMENTS

Requirements

100%

applied to minimum POE/POS due

1. Requires Pre-approval.
2. [Windows Logo](#).
3. For event personnel.

Retail Syndication

CREATIVE GUIDELINES			
TACTIC		JUMPSTART REQUIREMENTS	
Retail Syndication	Only Templated Assets provided for Jumpstart on DPC can be used. Customization guidelines are provided within the Asset Supplement.	Requirements	
		100% applied to minimum POE/POS due	<div>1. Requires Pre-approval from reviewjs@Microsoft.com</div> <div>2. Must follow customization guidelines in Asset Supplement</div> <div>* If you syndicate on top level OEM retailer device pages, then you must use the provided matching WEP digital placemat Templated Asset.</div>

Jumpstart 2019: Screenshots

Screenshots

Screenshots are Microsoft-approved graphics representing the Windows OS screen in use. For all Activities, an approved Screenshot must be on every Device display shown. Refer to the Jumpstart Asset Supplement for the latest Screenshots and customization guidelines. The Supplement can be found on [DPC](#).

Primary Screenshot

The Primary Screenshot is the largest fully visible Screenshot in an Activity. If all Screenshots are the same size, the first viewable Screenshot is the Primary Screenshot in an Activity.

The Primary Screenshots must be one of the:

- Windows Experience Priority (100%): Windows Experience Priority Screenshots provided by Microsoft and used with corresponding Windows Experience Priority Messaging.
- Core Requirement (80%): If a display is shown and Windows Experience Priority Messaging used, corresponding Windows Experience Priority Screenshots provided by Microsoft must be used.

Secondary Screenshot

Any Microsoft-approved Device display that is not a Primary Screenshot. OEMs can use Secondary Screenshots as provided by Microsoft. Alternatively, Secondary Screenshots can be customized in accordance with the [Secondary Screenshot](#) requirements.

TV | Movie Trailer | Videos | Display Advertising (Animated) | Out of Home (Online/Web) Activity Screenshots

Primary and Secondary Screenshots for [TV | Movie Trailer | Videos | Display Advertising \(Animated\) | Out of Home \(Online/Web\)](#) are subject to additional requirements.

Customized Screenshots

All customized screenshots must be submitted to the Jumpstart Creative Review Team at reviewjs@microsoft.com for approval, including:

- Simulated screenshots (Microsoft will only consider simulated screenshots that highlight the value of the hardware features. Any fictitious apps or games will not be considered).
- Screenshots with graphic overlays.

Screenshot Expiration

Screenshots may be retired from usage at any time. Microsoft provides 60 days' notice before retiring a Screenshot. Ad Check submissions using an expired Screenshot are reviewed as non-compliant.

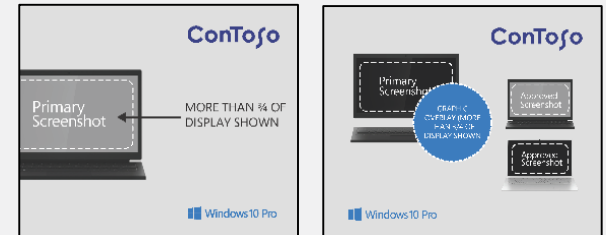
Fully Visible Display

A Device display showing more than $\frac{3}{4}$ of the full screen is considered a fully visible display. This applies to displays that are:

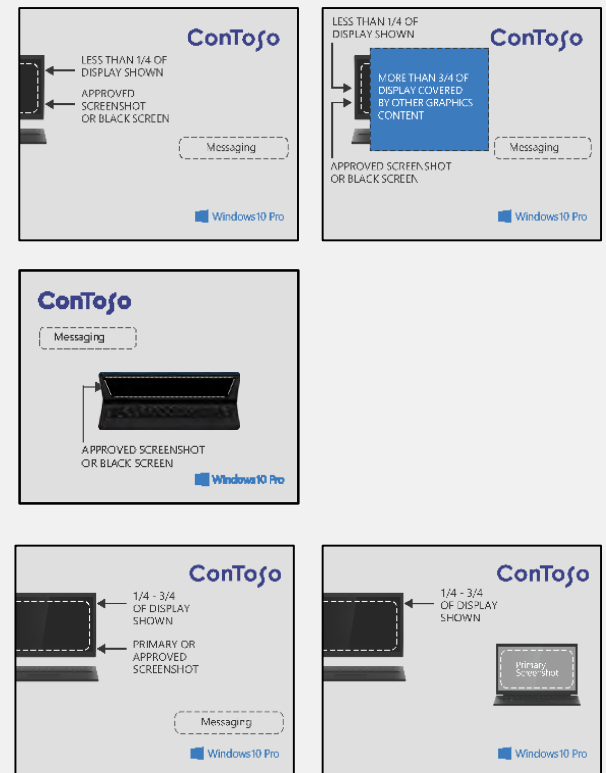
- Covered by a graphic overlay.
- Cut off at the edge of the advertisement.
- Angled or tilted (so that the Device display is not fully shown).

A fully visible Device display requires an Approved Screenshot. If a fully visible Device display is the only one shown, it requires a [Primary Screenshot](#).

Fully Visible Display Example



Partial Display Examples



Partial Display

A Device display showing less than $\frac{1}{4}$ of the full screen is considered a partial display. This applies to displays that are:

- Covered by other graphics/content.
- Cut off at the edge of the advertisement.
- Angled or tilted (so that the Device display is not fully shown).

A partial Device display must either appear as a black screen or show an Approved Screenshot. A partial display is not considered a [Primary Screenshot](#). If a partial display is the only Device display shown and includes the Primary Screenshot, it still requires [Messaging](#).

A Device display showing more than $\frac{1}{4}$ and less than $\frac{3}{4}$ of the full screen is not a fully visible display, and requires an Approved Screenshot. If the $\frac{1}{4}$ - $\frac{3}{4}$ display is the only Device display shown and includes the [Primary Screenshot](#), it still requires [Messaging](#).

Screenshots cont.

Windows Experience Priority, Start and Lock Screen Customization

- **Start Menu Customization:**
 - App tiles that are in live tile mode must not be changed to be in static mode (e.g. the Photos app must be displayed as a picture within the app tile, and must not display the Photos app icon).
 - Layout of the apps must not be changed, except as specified under App Content Customization Requirements available on DPC.
- All customizations must accurately represent the actual in-use functionality of the Windows 10 Device. OEMs are responsible for obtaining usage rights for all customized content (e.g. photography).
- **Windows Experience Priority Custom Background Images**

Custom background images can replace the background images of the Start screen, WEP screens, and the Lock screens.

 - The UI must be clearly visible in contrast to the custom background image.
 - OEMs may use up to 4 customized images per Jumpstart quarter and include them as a lock screen or background image of the Primary Screenshots. The customized images:
 - Must be pre-approved by Jumpstart Creative Review reviewjs@microsoft.com.
 - May only be lifestyle, entertainment (show, movies, etc.), and visual art images.
 - May be 3rd party gaming screenshots only when promoting PC Gaming.
 - Must not include logos, icons or text. The only allowance applies to PC Gaming Devices where a 1st party Gaming brand/logo can be shown, as a background image of the Start screen. (Once a PC Gaming logo is placed as a background to the Start screen, it becomes WEP Custom Primary Screenshot for PC Gaming, and it will count against the quarterly customization quota.)
 - Must not include product/Device images.
 - In the instance of video footage approved by the Product group, only 1 still screenshot from the video footage can be used without counting against the quarterly quota. All still screenshots taken from approved video footage must be approved by JS Creative Review.

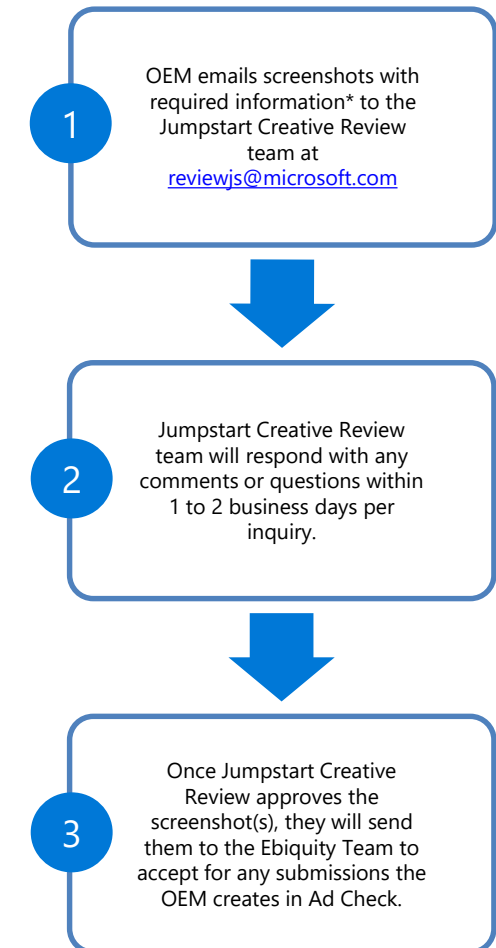
Custom Screenshot Approvals

The below process should be followed when submitting custom screenshots to Jumpstart Creative Review reviewjs@microsoft.com.

1. Fill out the Custom Screenshot Approval template found on the Jumpstart Resource Center on Device Partner Center.
2. The template has a tab for standard customizations and a second tab for gaming screenshot customizations. Please fill out the appropriate tab for your request.
3. Submit the template to reviewjs@Microsoft.com.

Jumpstart Creative Review Custom Screenshot Approval Process

*For customizations, please plan ahead to allow adequate time for review and approval. For gaming screens, we require 5 full business days SLA.



Primary Screenshots

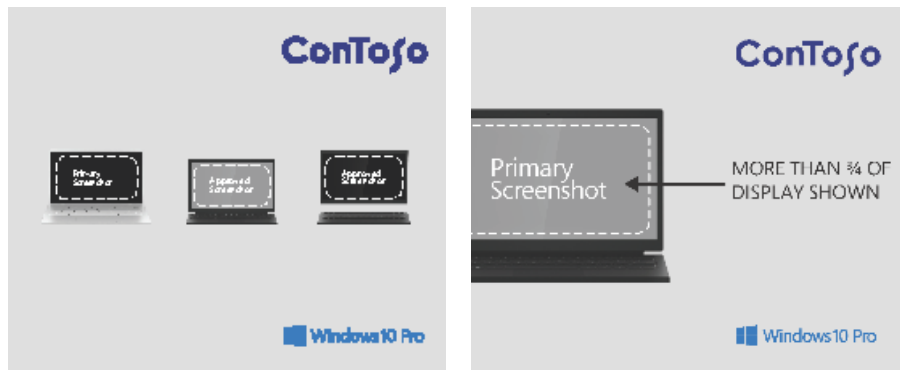
For TV | Movie Trailer | Videos | Display Advertising (Animated) | Out of Home (Online/Web) Activities the Primary Screenshot needs to be the largest Device display shown in the activity.

For all Activities except Broadcast Advertising and Animated Online/Web Activities, a Primary Screenshot is required on the largest Device display in the Activity, and must be fully visible.

- If all Device display sizes are the same, a Primary Screenshot is required on the first viewable Device display.
- If the largest Device display is more than ¼ covered, a Primary Screenshot is required on the first viewable Device display.

For Broadcast, Video and animated Banner Activities, a Primary Screenshot must be shown in full for a minimum amount of time required. If multiple displays are present in one frame, the Primary Screenshot must be on the largest Device display to count towards the minimum amount of time required. The details around a minimum required amount of time can be found on the specific Activity pages.

Primary Screenshot Examples

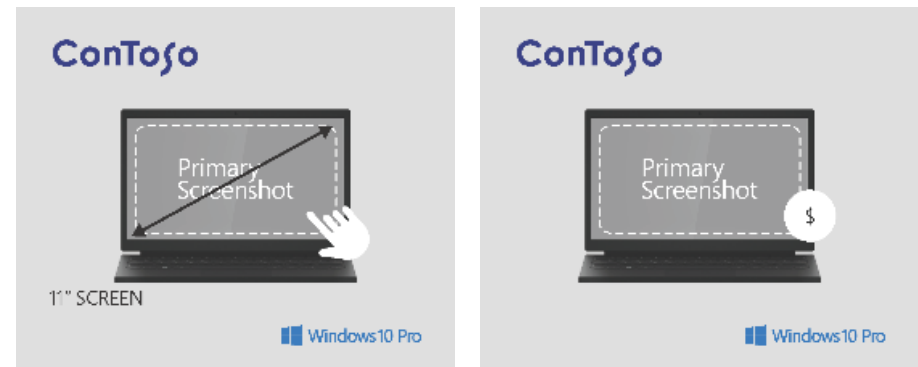


Graphic Overlays

The Primary Screenshot must be displayed in its entirety in the Activity with the following exceptions:

- Demonstration of the dimensions of a Device screen or monitor (e.g. 11", 13", 17") may include an arrow over the screenshot to indicate size.
- Demonstration of touch-gesture functionality may include a hand or arm over the approved screenshot.
- A small overlay corner graphic or around the edge of a Primary Screenshot may be included, but must be less than ¼ of the Device display.

Graphic Overlay Examples



3rd-Party and OEM-1st-Party App Customization

- All custom apps must be approved by the Jumpstart Creative Review Team (reviewjs@microsoft.com) for inclusion in a screenshot. Third party Apps on the List of Approved Partner Marketing Apps do not require approval.
- Third party Apps must be available reviewjs@microsoft.com the time the Activity is in market.
- Apps may be featured only if a Microsoft comparable app is not available.
- App tile sizes must match the original tile size of the screenshot (e.g. a small app tile can replace a small app tile; a wide tile can replace a wide tile).
- OEMs must obtain usage rights for all third party App content and images.
- Apps must be displayed exactly as the apps appear on an actual Device.
- Websites must not be pinned to the Start Menu.
- third party App artwork available on the List of Approved Partner Marketing Apps must be used as-is and not modified in anyway.



Nothing in these guidelines shall be deemed to modify or amend the terms, conditions, and requirements of OEM's License Agreements, including but not limited to, the OEM Policy Document, MLA, Operational Handbook

Secondary Screenshots

Secondary Screenshots are any Microsoft-approved Device display that is not a Primary Screenshot.

Secondary Screenshot Customization

If a specific screenshot is not available or localized in a particular region, a customized Secondary Screenshot may be created in accordance with the Secondary Screenshot Customization Guidelines, and ensuring that the screenshot represents actual in-use functionality of the Product:

- OEMs may create a screenshot of the following approved Windows Store and Built-in Modern apps: Calendar, Camera, Mail, OneDrive, Photos, and People.
- OEMs may create a Secondary Screenshot that shows the desktop background, using the desktop background image provided by Microsoft.

Microsoft will provide pre-approved localized screenshots for Bing apps, Internet Explorer/Microsoft Edge, Office apps, Skype, and Xbox apps that should be used in all Activities. However, in instances where the screenshots provided do not support the overall message or value prop of the ad, OEMs may work with the respective Microsoft Product Group to create a custom screenshot. For custom screenshots, the below process should be followed:

- OEMs must work directly with their Account Marketing Manager and the respective Microsoft Product Group prior to creating the screenshot. This process can take up to six business weeks or longer. OEMs must plan for this lead time in their creative or campaign schedules as it varies by selling seasons, product groups, and Product release schedules.
- OEMs must provide the approval from the Product group to the Jumpstart Creative Review Team prior to using the customized screenshots in Activities.

OEMs may create a screenshot of third party Apps or OEM 1st Party Apps only if:

- A comparable Microsoft app is not available.
- It is critical to the overall creative/messaging of the Activity.
- It cannot be fulfilled by the Microsoft app customizations or Microsoft-provided preapproved screenshots.
- Apps are available to download at the time the Activity is in market.
- Pre-approved by the Jumpstart Creative Review Team.

OEMs may not:

- Create Secondary Screenshots that contain third- or first- party logos that are not part of the app user interface.

OEMs are required to include certain disclaimers depending on the app being shown in the Secondary Screenshot and the Device on which it's shown.

OEMs are responsible for obtaining usage rights for all custom content shown within the app screenshots. Customized screenshots may require OEMs to purchase the rights to use the image in marketing prior to execution.

Screenshots not shown in a Device display are not subject to Jumpstart screenshot requirements.

Windows Logo

The Logo is a Window

The Windows logo includes the Windows symbol and logotype, which must be used together in a horizontal lockup. A box, circle, or other confining shape must not be placed around the Windows Logo.

The logo used in Advertising Activities must correspond to the preinstalled Product featured in the Activity. For Activities featuring both Windows Home and Windows 10 Pro, either Windows logo may be used.

Trademark symbols

Logos provided without trademark symbols (TM and ®) should be used in marketing materials only. Trademark symbols are still required in certain places in and on product, and on product packaging.

More trademark information: <http://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx>

Clear space

Provide a minimum clear space surrounding the logo equivalent to the height of the symbol.

Digital Advertising 142 pixels or less in width may have a minimum clear space of 8 pixels on all sides.

Symbol Logotype



Clear space



Logo types and usage guidelines

Note: Jumpstart funds spent on Advertising Activities promoting both Windows Home and Windows 10 Pro, and not targeted to Commercial Markets will count towards the minimum POE/POS required for Windows Home, not Windows 10 Pro earning.



Windows Logo

Use when promoting:

- General information about the brand (e.g. "Windows solutions in the business world.")
- A previous version of Windows (e.g. Windows 8 Pro) when promoting the downgrade rights from Windows 10 Pro. Refer the previous version in written text.
- Can be used in place of the Windows 10 Logo when marketing Windows 10 Home in Windows Home activities.



Windows 10 Logo

Use when promoting:

- Windows 10 Home
- Both Windows 10 Home and Windows 10 Pro in an Activity



Windows 10 Pro Logo

Use when promoting:

- Windows 10 Pro only

Color

For color executions use the blue or white logo and for the black/white and grey scale executions use the black or white logo. OEMs may not use any other colors.

Contrast is important – use a white logo on color backgrounds and the blue logo on white/light backgrounds. The color of the logo must sufficiently contrast the background color of the Activity.

Color positive



Blue

R0 G120 B212
Hex #0078D4
C100 M30 Y0 K0
PMS 3005

Reverse



White

R255 G255 B255
Hex #FFFFFF
C0 M0 Y0 K0

Logo Usage

The Logo Artwork Is Available in Three sizes

- 1 Small 2 Medium 3 Display

Select the appropriate asset by determining the height required for your layout. Each logo size may be scaled up within the specified ranges only.

Measurements are based on the height of the Windows symbol.



1

Small

Scale height between:
0.2 – 0.399"
5 – 9.99 mm
14 – 28 px



2

Medium

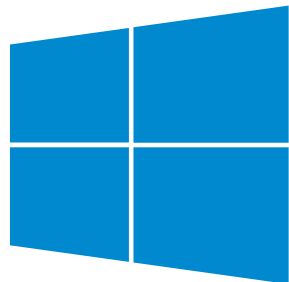
Scale height between:
0.4 – 2.99"
10 – 75.99 mm
29 – 215 px



3

Display

Scale height between:
3" and larger
76 mm and larger
216 px and larger



Minimum Size Requirements

In Print Advertising, the logo should never appear smaller than .22" (5.5 mm) high.

In Digital Advertising, the logo must be at least 15.5 pixels high.

Minimum symbol height
0.22" (5.5 mm) / 15.5 px



Sizing Requirements

The size of the Windows Logo must be at least 80% of the size of the largest OEM logo or lockup, with the minimum size of the Windows logo adhering to the Minimum Size Requirements above. For Broadcast Activities, the Windows Logo will be measured against the OEM logo or lockup that appears in the same frame. If they do not appear in the same frame, the largest Windows logo that appears in the creative will be measured against the largest OEM logo or lockup in the creative.

Size Relative to Third-Party Logos or Lockups

Any Microsoft Product logos or retailer logos & lockups do not have any size restrictions relative to a Windows Logo. If an Activity includes a non-retailer third-party logo or lockup where the OEM receives no funding, the third-party logo or lockup must be no bigger than 50% of the size of the Windows Logo. If the Activity includes a non-retailer third-party logo or lockup where the OEM receives funding:

- The Windows Logo must meet the size requirements outlined in the Guide.
- The third-party logo or lockup must not be more than 7% larger than the Windows Logo (93% of any PC-related third party Logos (hardware and software logos).

For example, the third-party logo or lockup can be similar in size to the Windows Logo.

Windows

Incorrect Logo Usage



Don't use the logo in an unapproved color or add effects like shadows or gradients.



Avoid backgrounds that provide insufficient contrast. Don't place the logo over busy backgrounds.



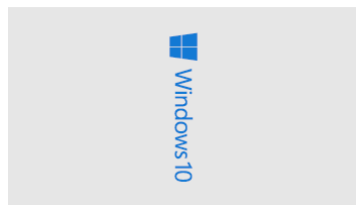
Don't create or use stacked versions of the logo



Don't use the symbol without the logotype unless specifically approved to do so.



Don't compress or stretch the logo.



Don't rotate the logo or symbol.



Don't alter the symbol or logo color in any way



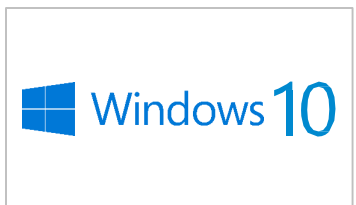
Do not lock up additional text with the logo or use the logo to replace the word "Windows" within a sentence.



Pixelation occurs when a small file is scaled up to fit a larger logo space. Look for any wavy or noticeably jagged lines.



Don't place a color logo on a color background. Color logos are used on white backgrounds; white logos are used on color backgrounds.



DON'T create your own Windows 10 lockup



Don't change the angle of the symbol or logotype.



Loss of detail can occur when a large logo is scaled down to fit a small space. Ensure the lines inside of the symbol are correct.



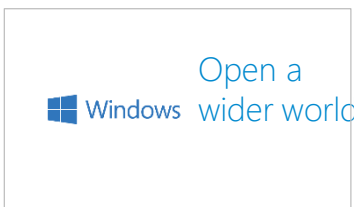
Don't create a drop-shadow logo



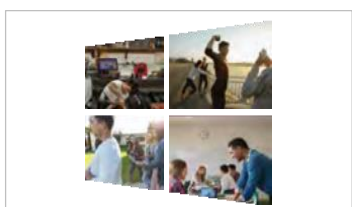
Don't rearrange the logo elements.



Don't create a multi-color logo.



Don't create a lockup of the logo with type.



Don't replace any part of the Windows logo with imagery of any kind.

Windows Animated Logo

The Windows Animated Logo is an animated version of the Windows and Windows 10 Logo (3-second or 5-second) for use in Broadcast or animated Banner Activities.

Usage Guidelines

The Windows Animated Logo must be shown full screen, not superimposed on a Device screen or monitor, and must not be altered in any way. Changing the run time of the logo is considered altering the logo, and is not allowed. OEMs may overlay the music from the Activity to extend over the Windows Animated Logo. No other sounds or voiceover may be added to the Windows Animated Logo.

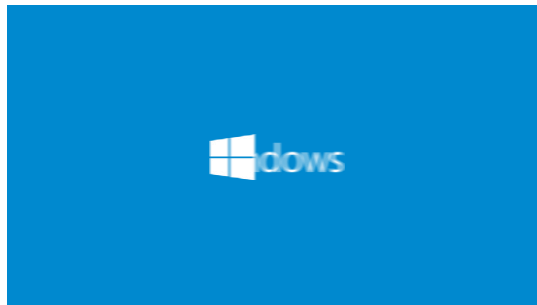
Placement

The Windows Animated Logo must be placed at the end of the Broadcast or animated Banner Activity.

Windows Animated Logo Example



Windows 10 Pro Animated Logo Example



360 Video Logo

Our assets in 360.

For 360 video, our assets should not be placed within the 360 environment. Instead, they should be placed on top of the 360 environment on a flat static overlay, so the assets remain consistently scaled as the user moves around the environment.



Windows Experience Priority Icons

Compliant

- Use with Microsoft provided messaging and screenshots.
- Ensure any required disclaimers are properly included.
- Maintain a clear space buffer of 25%. Respect the icon by giving it some space. When showing the icon alongside other elements (e.g. other product visual elements, text, etc.), leave enough space between other visual elements to ensure the icon is clearly linked to the product name.
- Static print usage. When showing icons in a static marketing execution, only use the icon as provided by Microsoft, and only use the approved colors.
- Animation. Icons can be shown animated in appropriate video contexts. For questions about appropriate use of animated states, please contact your Microsoft Account Manager as the correct use depends heavily on context.
- Standalone graphic. In some cases, you may need to show icons outside of a Device, using the visual element on its own or combined with text. Acceptable contexts include using the name with the icon (e.g. Windows Hello compatible), or small spaces like usage as part of a product spec sheet or fact tag.

Non-Compliant

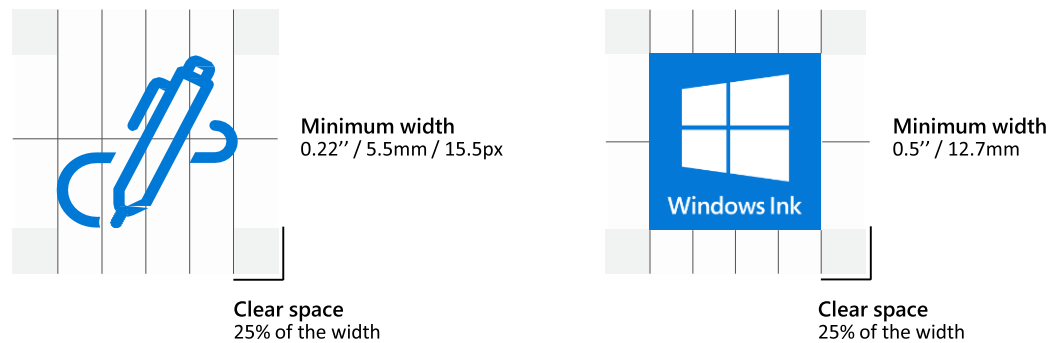
- Do not use a different icon than what is provided by Microsoft.
- Do not change the color of the icon.
- Do not use any other product names to refer to the icon other than what is provided by Microsoft.
- Do not use the icons to refer to anything else that the feature they are part of.
- Do not edit or alter the visual identity.
- Do not change the shape or appearance or use other shapes to represent the icons; do not apply gradients, outlines, or drop shadows; do not add additional embellishments to the pen, and do not show more than one visual element or icon as a tiled element background.

Minimum Size Requirements

- In Print Advertising, the icon should never appear smaller than .22" (5.5 mm) high.
- In Digital Advertising, the icon must be at least 15.5 pixels high.

Please refer to the Jumpstart Asset Supplement for a full list of Windows Experience Priority Icons.

Example: Windows Ink Icon



Co-Branding Guidelines

Windows is like a big family.

When co-branding, the Windows logo should preferably be 100% of the largest Partner logo height, with a minimum height of 50%.

Size Relative to Third-Party Logos or Lockups

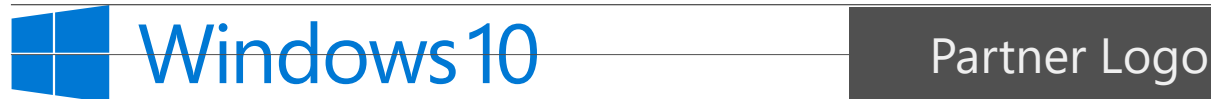
Any Microsoft Product logos or retailer logos & lockups do not have any size restrictions relative to a Windows Logo. If an Activity includes a non-retailer third-party logo or lockup where the OEM receives no funding, the third-party logo or lockup must be no bigger than 50% of the size of the Windows Logo. If the Activity includes a non-retailer third-party logo or lockup where the OEM receives funding:

- The Windows Logo must meet the size requirements outlined in the Guide.
- The third-party logo or lockup must not be more than 7% larger than the Windows Logo (93% of any PC-related third party Logos (hardware and software logos).

For example, the third-party logo or lockup can be similar in size to the Windows Logo.

Preferred logo sizing

Windows logo = 100% Partner logo height



Co-funded executions

Windows logo = 80% Partner logo height




Minimum logo sizing (co-marketing where OEM receives no funding)


Windows logo = 50% Partner logo height



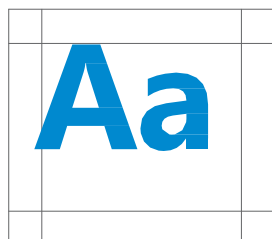
Font Guidelines

Typeface	<p>The typeface used for and Windows Experience Priority Messaging and Windows Messaging must be the same typeface used in the Activity.</p> <ul style="list-style-type: none"> The recommended typeface is Segoe Pro. If another typeface is used, the associated typeface should be used for the messaging. For example, if Times New Roman is used in the Activity, then Times New Roman should be used for the messaging. <p>If the messaging of the Activity uses more than one typeface, then the messaging may appear in any of the typefaces used.</p>
Treatment	The typeface must not be condensed or shrunk and must be clearly visible and legible, unless the typeface used for the messaging is given that same treatment.
Color	The font may be in any color that is clearly legible against the associated background color.
Background	The background must provide adequate contrast to make the messaging legible.
Size	<p>Any Window Experience Priority Messaging or Windows Messaging must be equal in size or larger than the most prominent OEM body copy messaging in the Activity. The size needs to be larger than any legal small print and disclaimers within the Activity.</p> <p>The body copy messaging font must be clearly visible and proportionate to the graphics in Activities containing Windows Experience Priority Messaging or Windows Messaging, when no other body copy messaging is present.</p>
Clear Space	Clear space around Windows Experience Priority Messaging or Windows Messaging must match the font size of the messaging itself.

Clear space  ← Size 10 font

WEP Messaging  ← Size 10 font

Type and grid



Segoe Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe Pro Regular
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz

Advertising End-User Downgrade Rights

The End of License for Windows 8.1 Pro and Windows 7 Professional can be found on DPC. OEMs cannot distribute Windows 8.1 Pro or Windows 7 Professional products after the End of License date communicated on DPC. Therefore, references to Windows 8.1 Pro and Windows 7 Professional must not appear in Line Lists, except when referring to a downgrade from Windows 10 Pro. All other Windows 7 and Windows 8 products must not be advertised.

Windows 7 Professional and Windows 8.1 Pro may be present on OEM Web pages and PA Impressions not funded as a Jumpstart Advertising Activity.

To support Windows 10 Pro downgrade, Windows 7 Professional and Windows 8.1 Pro downgrade information may be present in the Activity as long as Windows 10 Pro Devices are the most Prominently Promoted Product.

Activities, including OEM Web pages and PA Impressions, containing downgrade information must meet the following requirements:

1. Line List or text mention of Windows 7 Professional or Windows 8.1 Pro adjacent to the Device, clearly identifying that the Device is preinstalled with Windows 7 Professional or Windows 8.1 Pro.
2. The Windows logo must be shown. If no Company logos are shown, it is not required.
3. Mention Windows 7 Professional and Windows 8.1 Pro only in text format.

For Jumpstart purposes:

1. A Windows 10 Pro Device advertised as downgraded to Windows 7 Professional or Windows 8.1 Pro is considered preinstalled with Windows 7 Professional or Windows 8.1 Pro. This means the OEM has executed downgrade rights on behalf of the end user, and Windows 7 Professional or Windows 8.1 Pro is the operating system the end user will see on activation the Device.
2. A Windows 10 Pro Device advertised as including downgrade rights to Windows 7 Professional or Windows 8.1 Pro is considered preinstalled with Windows 10 Pro. This means the OEM has not already executed the end user's downgrade rights.

Example of Advertising End-User Downgrade Rights

Contoso recommends Windows 10 Pro.

Preinstalled:

- Windows 10 Pro – Contoso recommends Windows 10 Pro.
- Windows 8.1 Pro (available through downgrade rights from Windows 10 Pro)
- Windows 7 Professional (available through downgrade rights from Windows 10 Pro)
- Windows 10 Home
- SUSE Linux Enterprise Desktop 11
- FreeDOS

Windows OS listed with another OS. Multiple SKUs are listed on separate lines and there is a carriage return for each.

The non-Windows OS must come after the Windows SKUs.

Jumpstart 2019: Pre-Check Review and POE Requirements

Ad Check Site

The Ad Check Site, managed by Ebiquity, is available to participating OEMs to verify that Advertising Activity creatives are compliant with Jumpstart requirements.

Approved materials are assigned a pre-check approval ID confirming compliance prior to in-market execution. The Pre-approval ID can also be used towards the proof of execution (POE) submission in CHIP in lieu of submitting the original creative files.

Need Access to Ad Check?

To request access to the Ad Check Site, e-mail the following details to the Ebiquity Regional OEM Support Manager (based on the regions listed in the table below):

1. Name
2. Company
3. E-mail address for the account
4. Telephone number
5. Level of access requested
 - OEM global view: enables OEM user to only view the media user has submitted in any territory.
 - OEM global admin: enables OEM user to view all the media for that OEM in any territory.
6. Other pertinent information

Authorization for new user accounts is provided by the Jumpstart program lead or Microsoft Account Manager.

Log in to Ad Check

Once you gain access to Ad Check, visit this URL:
<https://adcheck.ebiquity.com> and login.

If you require training or additional assistance learning how to use Ad Check, please contact your local Ebiquity Regional OEM Support Manager.

Ebiquity Regional OEM Support Managers



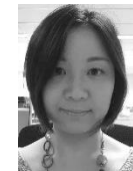
Region Americas
Contact: Tiffany Mark
E-mail: adcheck.americas@ebiquity.com
Tel:+ 1 253 850 1162



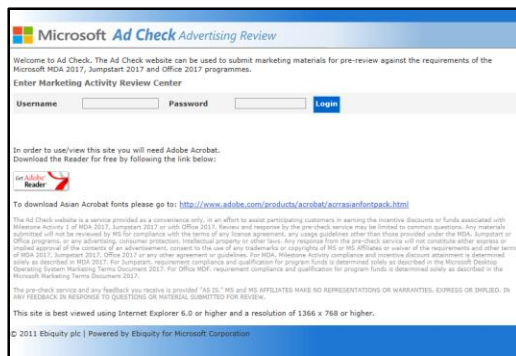
Region EMEA
Contact: Mariye Yoneda
E-mail: adcheck.europe@ebiquity.com
Tel:+ + 44 191 215 4933



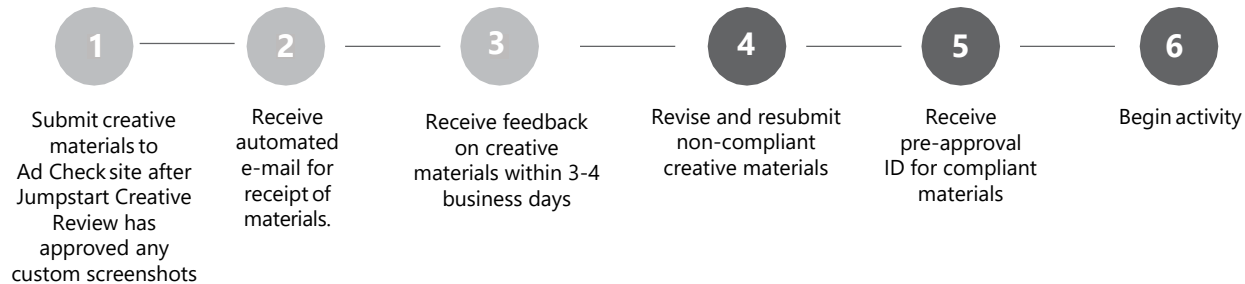
Region Korea
Contact: Eunmi Park
E-mail: adcheck.korea@ebiquity.com
Tel:+ + 44 191 215 4932



Region Asia
Contact: Rie Yamaga
E-mail: adcheck.asia@ebiquity.com
Tel:+ + 61 2 9099 4041



Pre-Check Approval Process



Ad Check Best Practices

Strive for strategic utilization of the Ad Check pre-check service and templates to improve compliance.

- The pre-approval ID may also be used as POE at submission, in lieu of the original creative file.
- Allow up to 4 business days for feedback, and longer review times during busy periods such as new Product launch or holidays.
- Line List pre-check submissions are subject to volume caps, which are communicated on the Ad Check website.

Before submitting, verify the following:

- OEMs should NOT submit to Ad Check while waiting for Jumpstart Creative Review to approve the screenshots or it will result in rejection of the execution.
- Ensure the correct e-mail recipients and file formats for the media type are provided.
- Verify that URLs are live and accurate for the activity page, to ensure pages are available and not expired at the time of review.
- Provide username/passwords for any pages requiring login.
- Provide navigation instructions for any pages requiring the reviewer to click on or navigate to content. Note that each page is considered a separate submission ID.
- Submit final pieces as they will appear when live in the marketplace. Avoid placeholder text such as FPO.
- Submit complete Print Brochures and Catalogs for pre-check review.

Broadcast Advertising creative files are limited to 100MB in size, and other Advertising Activity creative files are limited to 20MB.

When developing Web pages with content that will be localized in multiple languages, one single language should be submitted for pre-check approval as a template first. Each subsequent language version must be submitted to Ad Check to ensure compliance.

When submitting large volumes of materials, provide a representative sample in advance, to allow for early feedback/guidance, and to ensure that materials are being uploaded correctly. Work with the Ebiquity Regional OEM Support Manager to ensure the most effective process is being used to upload the large volumes of materials.

Jumpstart Proof of Execution and Proof of Spend Requirements

POE & POS

Advertising Activities: Advertising Activity POE and POS must be submitted electronically via CHIP or other website as MS may designate from time to time. Any POE and POS not submitted via CHIP, or without a compliant POE ID status in CHIP, must be retained for the duration of the Program Period and for two years after, as stated in Section 15 (Verifying Compliance), of the JS Exhibit.

Non-Advertising Activities: Non-Advertising Activity POE and POS must be in the form of the Non-Advertising Letter of Certification as described in Section 14(a)(2) (Non-Advertising Activities), of the JS Exhibit.

Proof of Execution (POE)

Proof of Execution (POE) is the proof of activity execution. To be compliant with Jumpstart Requirements, MS requires that proof of execution must be submitted by the submission date. Each ad is reviewed on a Windows Device with:

- Screen resolution set to 1366 x 768
- Most current version of Windows Internet Explorer
- Text size set to MEDIUM
- 18.5-inch monitor

POE must include:

- Valid Ad Check Pre-approval ID for each Activity; or
- Original final creative artwork, in a format as described below, from each Advertising Activity

Accepted file formats are listed in the [Jumpstart POE File Formats](#) section.

Proof of Spend (POS)

Proof of Spend (POS) is the invoice, receipt, or proof of actual cost for the creation and placement of the Activity.

- If total Jumpstart 2019 Program Funds paid by MS to Company exceed US\$15,000,000.00, OEM must submit a third party invoice or receipt for Activity POE ID amounts exceeding US\$50,000.00
- If total Jumpstart 2018 Program Funds paid by MS to Company are less than US\$15,000,000.00, OEM must submit a third party invoice or receipt for Activity POE ID amounts exceeding US\$5,000.00
- An invoice or receipt is not required for any Activity POE ID amounts equal to or less than US\$5,000.00

Any qualifying internal expense must be the lesser of actual amount spent by Company (less any rebates, credits or 3rd party reimbursements) and fair market value.

Advertising Activities POS must be in the form of a third-party invoice, other evidence as approved via jmpinfo@microsoft.com. For OEMs that develop their Advertising Activities internally instead of using a third-party agency, POS may be any reasonable verification or certification (Excel or Word formats acceptable) as approved by MS via jmpinfo@microsoft.com that includes the date of the Activity, the type of Activity (e.g., Print), detail of the work performed (e.g., graphic design services), the country or region where the Activity occurred, and the total fair market value in USD for the services.

POS amounts must be entered into CHIP in US\$. The currency rate used when auditing POS will be the then current exchange rate on the currency convertor located on CHIP on the day the POS is audited.

Jumpstart Submission Dates

Quarter	1 August 1, 2018 through October 31, 2018	2 November 1, 2018 through January 31, 2019	3 February 1, 2019 through April 30, 2019	4 May 1, 2019 through June 30, 2019
Plan Due Date (Section 10(b))	November 20, 2018	February 20, 2019	May 20, 2019	July 20, 2019
Activities may begin (Section 12)	August 1, 2018	November 1, 2018	February 1, 2019	May 1, 2019
Payment due on or before this date (for Plans submitted and approved by Plan Due (Section 11))	December 20, 2018	March 20, 2019	June 20, 2019	August 20, 2019
Last date to submit late Plans (Section 10(b))	December 20, 2019	March 20, 2019	June 20, 2019	September 20, 2019
Program Funds accrued are forfeited if not planned for (Section 10(c))	March 20, 2019	June 20, 2019	September 20, 2019	November 20, 2019
Last date to submit pre-check creative for Advertising Activities to Adcheck website	May 19, 2019	August 19, 2019	November 19, 2019	February 19, 2020
Company Enters Spend into CHIP & Submits POE/POS/Non-Advertising Letter of Certification (Section 14)	May 20, 2019	August 20, 2019	November 20, 2019	February 20, 2020
Activity Completion Date	May 20, 2019	August 20, 2019	November 20, 2019	February 20, 2020
Program Funds forfeited for delinquent POE/ POS or if Jumpstart Non-Advertising Letter of Certification not submitted (Section 14(b))	June 20, 2019	September 20, 2019	December 20, 2019	March 20, 2020
Emerging Markets Report	When requested, report should include the results from the previous month, and submitted to MS on the 20 th day of each month. For example, the report submitted September 20, 2018 will provide data for August, 2018.			



If a due date falls on a Saturday or Sunday, the due dates will be the following business day. A complete list of submission dates can be found in the Jumpstart 2019 Exhibit to the 2018PTD.

Jumpstart 2019: Eligible Non-Advertising Activities

Eligible Non-Advertising Activities

Jumpstart Funds may be used for the following Non-Advertising Activities. Non-Advertising Activities are not subject to the Advertising Activities requirements outlined in this Guide.

Readiness	
Training	Channel, Sales, Call Center Personnel Training: Funds used to train personnel. May include trainer travel expenses, room-hosting fees, equipment rental, and training gifts. May also include the cost to send sales personnel to a training event where the focus is selling Devices preinstalled with Eligible Product.
Conference/Event	Registration fee paid for Company conference attendance or Company booth participation.
Microsoft /Conference Event	Registration fee paid for Company conference attendance or Company booth participation.
Certification	Exam fee paid for Company sales/support personnel certification on Eligible Product, e.g. MCSE, MS Certified Trainer (MCT).
Incentives	
Channel Incentives	To-partner incentives that promote the sales of Windows 10 Devices. Channel incentives include channel rebates, which are amounts paid to channel partners as a reduction, return, or refund on what has already been paid. Channel incentives must not discount the price of software, cost of goods sold, etc.
Customer Offers	Thru-partner marketing activities with promotional giveaway items offered to customers to create excitement and generate sales opportunities for Windows 10 Devices.
Customer Rebates	To-customer monetary incentives that promote the sales of Windows 10 Devices.
Telemarketing	
Telemarketing	Telephone based engagements with customers (including Telemarketing, Teleprospecting, Telequalification), to drive demand for Eligible Product.
Microsoft Hosted Event Sponsorship	
Microsoft Hosted Event Sponsorship	Fees paid to participate in Microsoft hosted events.
In-Store Promoters	
In-Store promoters	<p>A person hired to promote, educate and sell Devices preinstalled with Eligible Windows products. To be compliant with Jumpstart, this person must:</p> <ul style="list-style-type: none"> • Be registered on the Microsoft-provided training platform. The link and instructions will be available in the Jumpstart Resource Center on DPC. • Take appropriate accreditation and supplemental season Windows courses offered on the platform.
Windows Accelerate on Modern Devices Offer	
Windows Accelerate on Modern Devices Offer	Up to 50% of Windows 10 Pro Non-Advertising funds may be used to cover costs for Deployment Proof of Concepts, Pilot Projects, and Mobility Proof of Concepts through the offer. The Enterprise Customers targeted by this offer are those with an installed base of 5k to 50k Devices. Education customers are excluded from this offer. The Offer Guide is available on DPC. Details can be found at aka.ms/windowsaccelerate in the downloads section.

Eligible Non-Advertising Activities, continued

Jumpstart Funds may be used for the following Non-Advertising Activities. Non-Advertising Activities are not subject to the requirements outlined in this Guide.

Other	
Device Packaging / In Box Marketing	Printed materials added to packaged Device product (in box) that showcases Eligible Product.
OEM.com website development for Modern Devices	Allowance for OEMs to use 5% of Non-Advertising funds to further promote modern devices, WEP feature, or modern fundamentals on OEM system top level device page or family/product page (qualifying activities include a new filter/sort/navigation update for WEP feature or modern fundamental or moving modern up the order stack to first 3 devices shown)
Research	Market research activities include research services (e.g. focus groups, surveys, quantitative analysis), purchase of secondary research, telesales services, and database acquisition costs.
OEM-Hosted Microsite	<p>Microsite pages hosted on Company websites that only promote Windows 10 Devices, and may include Microsoft apps, services, peripherals, and accessories that support those Devices. A maximum of 10% of total quarterly Jumpstart Funds can be used for microsites (excluding creative costs). Funding is calculated based on click-through rates:</p> <ul style="list-style-type: none"> Click into microsite = \$0.40US View of video/rich media content for at least 30 seconds = \$2.00US <p>Ad Check pre-approval is required for all Microsites. The Microsite Activity Ad Check ID and click-through rates must be submitted to jmpinfo@microsoft.com within 30 days after the end of each quarter.</p>
Partner Training on Programs (PTP) 2019 Training Travel Expenses	Reasonable and customary travel expenses related to Partner Training on Programs (PTP) 2019 training event in-region.
Jumpstart Personnel	OEM headcount or vendor headcount for program management of Jumpstart activities.
Windows Store App Developer/ISV Recruitment	Costs associated with events or other activities related to the recruitment and training of Windows 10 App Developers. Excluded uses of Jumpstart funds include but are not limited to, costs associated with Windows 10 App development and developer salaries.
Retail Demo Experience (RDX) Activation	OEMs may use funds for the labor required to activate RDX at retailers.
Retail Placement Fees	Retail placement fee paid to a retailer for premium shelf space or for premium signage placement.
DSB/Store	
DSB/Store	Up to 10% of JS Non-Advertising Funds can be used for Windows Store offers through Dynamic Store Bundling, including the bundling of digital gift cards and games. Office products are specifically excluded from this allowance.

Eligible Non-Advertising Activities, continued

Jumpstart Funds may be used for the following Non-Advertising Activities. Non-Advertising Activities are not subject to the requirements outlined in this Guide.

Non-Recurring Engineering (NRE) Activities (limited to 10% of Non-Advertising Activity Funds (Instant Rebate Instant Rebate Earned))	
Hero Feature Development	<p>Windows Ink Implementation of Windows 10 HLK compliant simultaneous active pen and touch hardware and compatible stylus.</p> <p>Windows Hello Implementation of low cost 2D IR camera or touch fingerprint reader solutions in support of Windows Hello feature.</p> <p>Cortana with Voice Implementation of solutions that meet the Cortana Premium and/or Far Field spec requirements. Implementation of Wake of Voice feature, including support of Modern Connected Standby and hardware keyword spotter and related requirements.</p> <p>PC Gaming Implementation of Xbox Wireless integrated radios.</p>
Premium Field Engineer (PFE) Services and Resources	Up to \$75,000 can be used for overall PFE engagement activities. Details on PFE engagement, along with pricing, are outlined in the PFE Training Guide posted on DPC. The Non-Advertising Letter of Certification requires that you specify your PFE or ATS contact when claiming for this activity.
Universal Apps	<ul style="list-style-type: none"> • OEM Welcome App. • Replace OEM W32 Apps with Universal Apps. • Development cost for Universal Apps that take advantage of hero features defined in the Guide.
MDA	Costs associated with the support of MDA Milestones 2 and 3 (up to 30% of the NRE limit)
Retail Demo Experience (RDX) OEM Content	Development of OEM-specific content to be embedded in the RDX image intended to educate the customer about the Device/Windows associated manufacturing costs may be claimed. If Jumpstart funds are used for the development and manufacturing cost, MS will audit these Devices in the market for the claimed content. If Devices are found non-compliant then MS will pull back the amount claimed.

Jumpstart 2019: Appendix

Screenshot Resolution

Windows Devices vary in size, aspect ration, and dimensions.

The rows of the Screenshot used on a Device display must match the rows of the Start Screen image preinstalled on the promoted Device.

Use the Screenshot resolution chart to determine the correct ratio for the Device. The chart displays the typical number of tile rows on different display size and resolution combinations.

Screenshot resolution chart

Monitor size (inches)	Aspect ratio	Menu dimensions (pixels)
7–9	16:10	768 x 1366
	4:3	1024 x 768 or 1080 x 1440
	4:3	1440 x 1920
	16:9	1366 x 768
10–12	16:9	1600 x 900
	16:9	1600 x 900
	16:10	2560 x 1600
12–14	16:9	1366 x 768
15–17	16:9	1600 x 900
	16:9	
>18	16:9	

Ineligible Activities and Expenses

The following expenditures are not considered Activities and do not qualify for Program Funds:

- Costs associated with the manufacturing or distribution of Customer Systems;
- Costs related to bills of materials or costs of goods (excluding demo units as Non-Advertising Activities as described in the Guide);
- Infrastructure or other non-recurring expenses unrelated to Activities.
- VAT taxes, government fees, excises, tariffs or any other taxes related to the Activities;
- Costs associated with Company website infrastructure, except as expressly permitted in the applicable schedule;
- Company's obligation to match or otherwise contribute to any marketing funds associated with any other marketing program offered by MS or its affiliates;
- Costs for an Activity reimbursed by, paid by, or otherwise off-set with consideration from MS or a third party (e.g., any amounts from MS or a third party for inclusion of that party in the Activity);
- Returns or other retail-related expenses or fees;
- Internet search or keyword fees;
- Web hosting costs;
- Product support, e.g. help desk support;
- Sales personnel travel and expenses;
- Costs for an Activity paid at more than fair market value for that Activity;
- Retainers for public relations firms, consultants, or design/creative agencies; or
- Sales Performance Incentive Funds Framework ("SPIFF") programs.