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Microsoft.com Advertising Center

Tools and guidance for marketers

[Best Ads](#) | [Success Stories](#) | [Your Audience](#)

Silverlight Enhances Interaction

Halo 3 content powered by Silverlight scored a whopping 12.9 percent initial response rate the first day it ran on the Microsoft.com home page. With video clips and a hidden "Easter egg," the ad was the most interactive home page content ever.

>> [See what we did](#)

How We Work

See how to advertise on Microsoft.com. Learn about audience types, the ad submission process, and the differences between Select and Managed campaigns.

>> [Get started](#)

International

Have your ad campaigns picked up by Microsoft subsidiaries around the world. Understand how geographical targeting can reach your audience globally.

>> [Learn more](#)

Campaign Launch Pad

Find the forms, reports, and guidance you need to develop, submit, monitor, and optimize your ad campaign on Microsoft.com.

>> [Put your ads in play](#)

Site Owners

Improve your group's chances of winning Managed campaign status—and be a good corporate citizen—by joining the Microsoft.com network ad-serving system.

>> [Learn more](#)

Important Dates

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7/15/2008 Select Campaign Submissions due for August coverage

8/15/2008 Select Campaign submissions due for September coverage.

[Add new event](#)

