

# ADVERTISING- SPECIFICATION

kleinanzeigen.de (Mobile) In-Feed Ad

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<b>Ad:</b>	In-Feed Ad
<b>Format:</b>	Text + Picture (JPG)
<b>Size:</b>	scaling dynamically
<b>Weight:</b>	<b>Image physical:</b> max. 200 KB
<b>Requirements:</b>	Headline: Main text of the ad title maximum 30 characters Main text: Maximum 90 characters Image: Aspect ratio of 1,91 : 1 (Landscape) - the image should be in the listing of the respective page and must be at least 256x133 Pixel and maximum 600x312 Pixel large. Weight: max. 40 KB Call to Action: Maximum of 15 characters (for example: Learn more) <b>Note: only available in our Apps (IOS and Android)</b>
<b>Optional:</b>	3rd party tracking such as tracking pixels or viewability pixels or scripts
<b>Motive:</b>	Standard is <b>one</b> motif per booked placement. In the case of motif splits, a <b>maximum limit of three motifs</b> per placement must be taken into account and <b>one motif change per week</b> is permitted for physical delivery.
<b>Streaming:</b>	-/-
<b>Sound:</b>	-/-
<b>HTML5 Note:</b>	-/-

[Showroom Link](#)

