# ADVERTISING-SPECIFICATION

kleinanzeigen.xd Homepage Event Kombi

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|---|---|
| **Ad:** | Homepage Event Kombi |
| **Format:** | AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density) |
| **Size:** | **Desktop:**<br>**- Standalone billboard**: 970x250<br><span style="color:red">**OR OPTIONAL**</span><br>**- Fireplace - optional** (only delivered if the window is >1600 px wide):<br>300x600+996x250+300x600<br><br>**Desktop Required - Standalone Billboard:**<br>Redirect tag, image (JPG, GIF, PNG) or physical HTML5<br>When delivering physical HTML5 advertising material, please pay attention to our information under the link: "HTML5".<br><br>**Desktop optional - Fireplace:**<br>3x redirect tags and/or images (JPG, GIF, PNG), no physical HTML5 possible.<br><br>The half-page ads dock onto the side of the billboard and are sticky.<br>**IMPORTANT:**<br>- No one-tag/one-image ads possible.<br>- 1 booked/delivered Fireplace impression on our part can cause 3 individual impressions on your part.<br><br>**Mobile: 509x192 px** (image* or TAG; physical HTML5 **not possible!**) of which a guaranteed visible area of **320x192 px** measured in the middle<br>*It is recommended to deliver mobile images in retina resolution: 1018x384 px (of which 640x384 px in the guaranteed visible area measured in the middle) |
| **Weight:** | **Redirects:** max. 200 KB initial load / max. 2.5 MB subload<br>**Image physical:** max. 200 KB |
| **Requirements:** | Click URL |
| **Optional:** | 3rd party tracking such as tracking pixels or viewability pixels or scripts |
| **Motive:** | -/- |
| **Streaming:** | -Only as a 3rd party, as video has to be followed<br>-Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user<br>-Max 2.5 MB may be reloaded<br>-Hosting of the Videso is taken over by the advertiser |

**HTML5 Note:** -/-

**Showroom Link**