

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: - Standalone billboard: 970x250 OR OPTIONAL - Fireplace - optional (only delivered if the window is >1600 px wide): 300x600+996x250+300x600 Desktop Required - Standalone Billboard: Redirect tag, image (JPG, GIF, PNG) or physical HTML5 Desktop optional - Fireplace: 3x redirect tags and/or images (JPG, GIF, PNG), no physical HTML5 possible. The half-page ads dock onto the side of the billboard and are sticky. IMPORTANT: - No one-tag/one-image ads possible. - 1 booked/delivered Fireplace impression on our part can cause 3 individual impressions on your part. Mobile: 509x192 px (image* or TAG; physical HTML5 not possible!) of which a guaranteed visible area of 320x192 px measured in the middle *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 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 -Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user -Max 2.5 MB may be reloaded -Hosting of the Videos is taken over by the advertiser
Sound:	Yes / Sound may only start on user interaction (click). An on/off button must be present.

Showroom Link

