# ADVERTISING-SPECIFICATION

mobile.de Dynamic Sitebar Ad

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| **Ad:** | Dynamic Sitebar Ad |
| **Format:** | Only Redirect/Tag |
| **Size:** | 200x600, dynamically scaling |
| **Weight:** | **Initial Load:** 200KB |
| | **Subload:** 400 KB |
| | **Reload after user interaction:** 2,5MB |

**Requirements:**

- **The Redirect/ Tag** must contain a placeholder for our click tracking.Redirects must have a placeholder for our click tracking macro, physical HTML5 ads require either a click command or a direct destination URL (in this case no own click count possible).
- **SSL compatibility:** All components of an ad must be HTTPS compatible.

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| **Optional:** | 3rd party tracking such as tracking pixels or viewability pixels or scripts |
| **Motive:** | Behind an AdServer Redirect there can be any number of motifs and can be changed as often as desired. |

**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
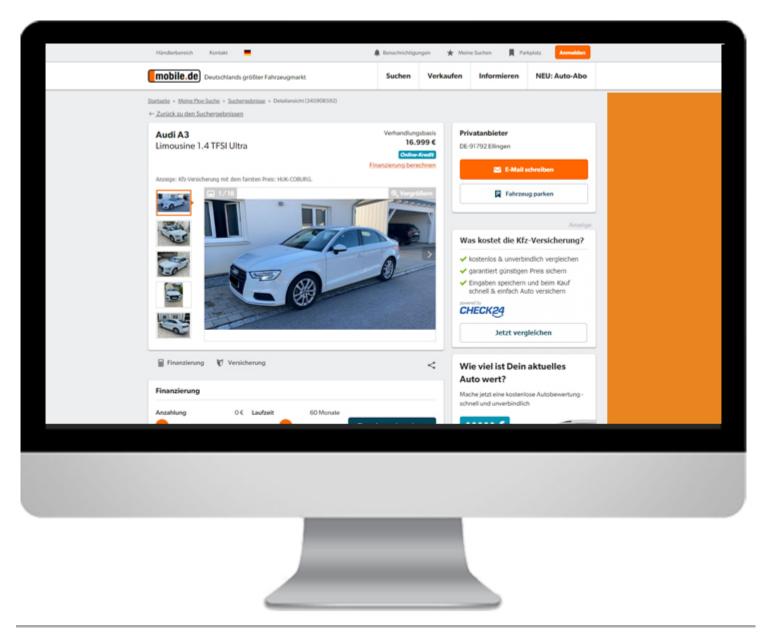- Max 2.5 MB may be reloaded
- Hosting of the Videso is taken over by the advertiser

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| **Sound:** | Yes / Sound may only start on user interaction (click). An on/off button must be present. |
| **HTML5 Note:** | - |

[Showroom Link](#)