mobile.de

ADVERTISING-SPECIFICATION

mobile.de Fireplace Ad (Billboard Ad + Halfpage Ad)

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mobile.de Advertising

Ad:	Fireplace Ad (Billboard Ad + Halfpage Ad)
Format:	AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density)
Size:	300x600 + 1014x250 + 300x600

Weight:

- Redirects: max. 200 KB initial load / max. 2.5 MB subload
- Image physical: max. 200 KB

Requirements:
Redirect tags: have to contain an placeholder for our click tracking macro.
- 3x redirect tags and/or images (JPG, GIF, PNG):
The half page ads are sticky and do NOT dock to the sides of the billboard or there is a gap between the billboard and both half page ads.
Important: 1 booked/delivered fireplace impression on our side can cause 3 separate impressions on your side.
- One-tag or one-image ad:
1614x600 px, 300 KB max, incl. an 1014x350 px transparent und not clickable gap in the middle at the bottom.
Important: The half page ads are NOT sticky, but can dock to the sides of the billboard.

Optional:
3rd party tracking such as tracking pixels or viewability pixels or scripts

Motive:
Standard is one motif per booked placement. In the case of motif splits, a maximum limit of three motifs per placement must be taken into account and one motif change per week is permitted for physical delivery. Behind an AdServer Redirect there can be any number of motifs and can be changed as often as desired.

Streaming:
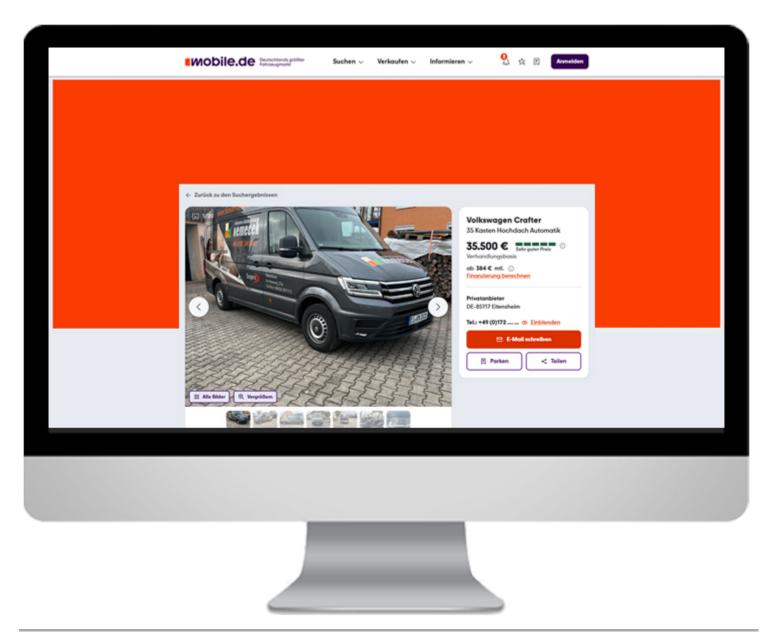
- Only as a 3rd party, as video has to be followed
- Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user
- Max 2.5 MB may be reloaded
- Hosting of the Videso is taken over by the advertiser

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

HTML5 Note:
When delivering physical HTML5 advertising material, please pay attention to our information under the link: "HTML5".

[Showroom Link](#)