

# ADVERTISING- SPECIFICATION

mobile.de IAB Standard Ad Package

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<b>Ad:</b>	IAB Standard Ad Package
<b>Format:</b>	AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density) or HTML5 physical (as zip asset)
<b>Size:</b>	300x250 and 728x90 and 120x600 or 160x600 or 200x600
<b>Weight:</b>	<ul style="list-style-type: none"><li>• <b>Redirects:</b> max. 200 KB initial load / max. 2.5 MB subload</li><li>• <b>Image physical:</b> max. 200 KB</li><li>• <b>HTML5 physical:</b> max. 300 KB per asset</li></ul>
<b>Requirements:</b>	HTML 5 Ads can only be trafficked through a redirect. HTML 5 Ads must be trafficked in an Iframe. The Redirect/ Tag must contain a placeholder for our click tracking.
<b>Optional:</b>	3rd party tracking such as tracking pixels or viewability pixels or scripts
<b>Motive:</b>	<ul style="list-style-type: none"><li>• <b>The Redirect/ Tag</b> 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).</li><li>• <b>SSL compatibility:</b> All components of an ad must be HTTPS compatible.</li></ul>
<b>Streaming:</b>	<ul style="list-style-type: none"><li>• Only as a 3rd party, as video has to be followed</li><li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li><li>• Max 2.5 MB may be reloaded</li><li>• Hosting of the Videos is taken over by the advertiser</li></ul>
<b>Sound:</b>	Yes / Sound may only start on user interaction (click). An on/off button must be present.
<b>HTML5 Note:</b>	When delivering physical HTML5 advertising material, please pay attention to our information under the link: " <a href="#">HTML5</a> ".

Showroom Link

