mobile.de

kleinanzeigen

ADVERTISING-SPECIFICATION

mobile.de IAB Standard Ad Package

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Ad: IAB Standard Ad Package

Format: AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density) or HTML5 physical (as zip asset)

Size: 300x250 and 728x90 and 120x600 or 160x600 or 200x600

Weight:

• Redirects: max. 200 KB initial load / max. 2.5 MB subload

• Image physical: max. 200 KB

HTML5 physical: max. 300 KB per asset

Requirements: 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.

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

Motive:

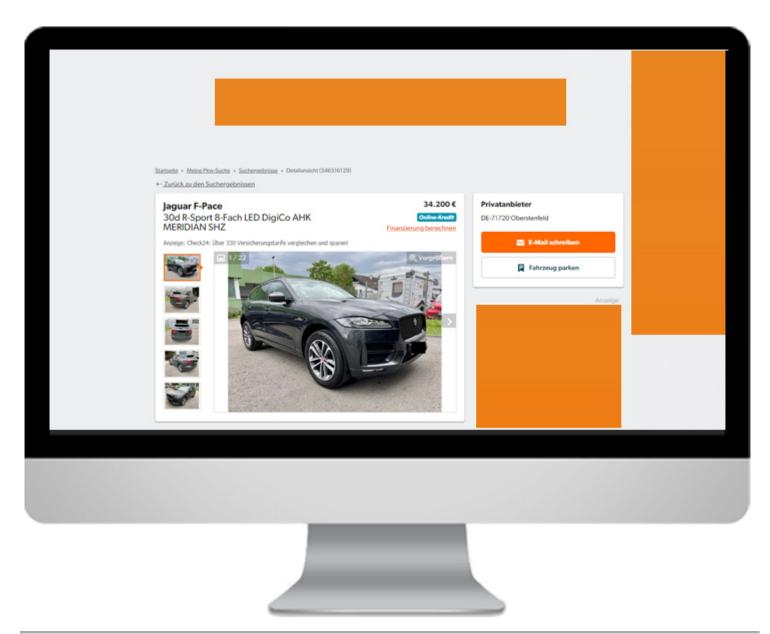
- The Redirect/ Tag must contain a placeholder for our click tracking. Redirects must have a placeholder for our click tracking macro, physical HTML5 ads require either a click command or a direct destination URL (in this case no own click count possible).
- SSL compatibility: All components of an ad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

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