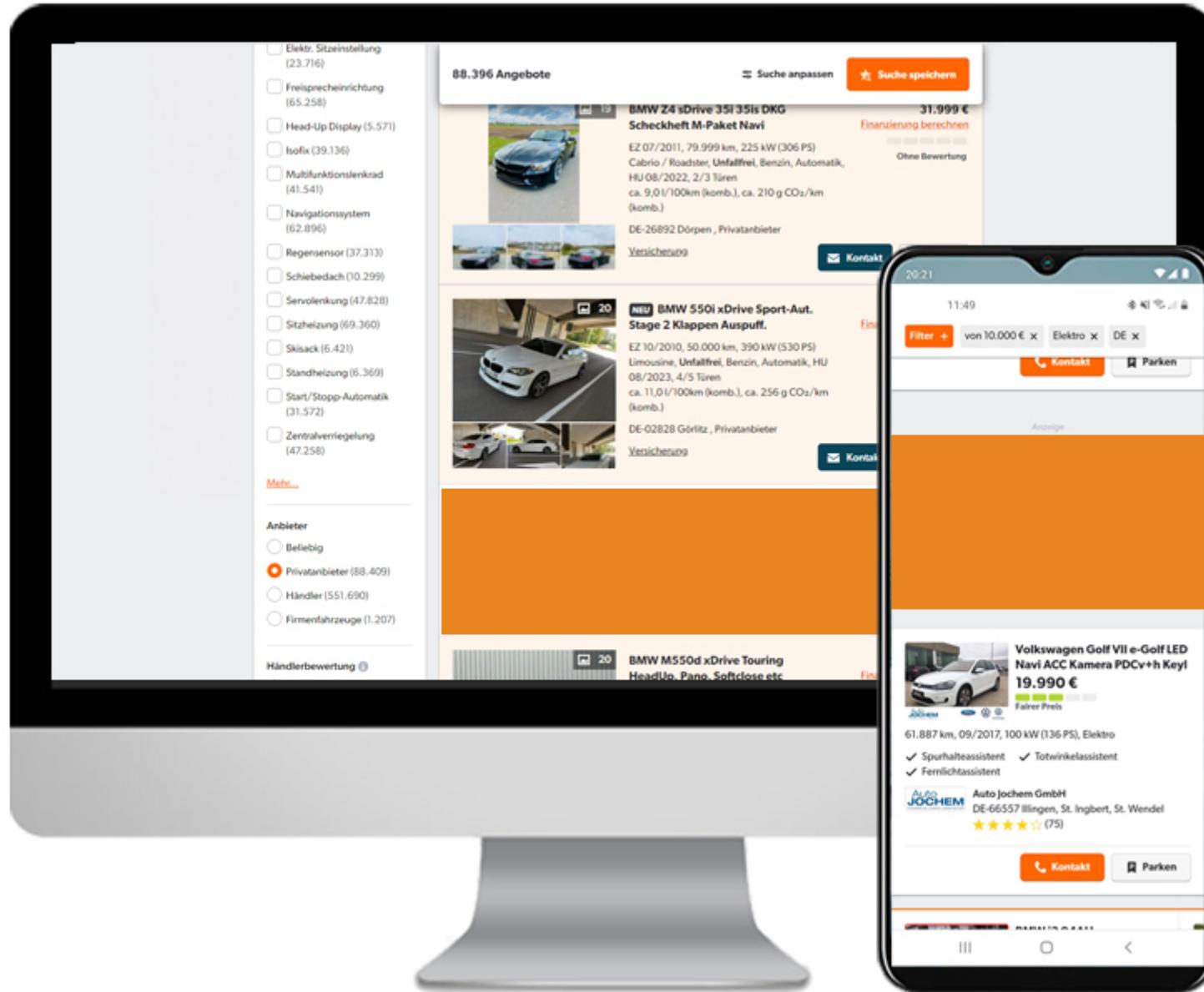


ADVERTISING- SPECIFICATION

mobile.xd Native Ad

Contact: mobile.xd Advertising, Ad & Account Management, E-Mail: werbemittel@advertising.mobile.de

Ad:	Native Ad
Format:	Text + Picture (JPG)
Size:	scaling dynamically
Weight:	Image: max. 40 KB
Requirements:	<p>Headline: Main text of the ad title maximum 90 characters (our recommendation: 25-50 characters)</p> <p>Main text: Maximum 90 characters</p> <p>URL: Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page</p> <p>For example: Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: http://advertising.mobile.de/werbemoeglichkeiten/</p> <p>Image: Aspect ratio of 1,91 : 1 (Landscape) - the image should be in the listing of the respective page and must be at least 256x133 Pixel and maximum 600x312 Pixel large. Weight: max. 40 KB</p> <p>Call to Action: Maximum of 15 characters (for example: Learn more)</p>
Optional:	3rd party tracking such as tracking pixels
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:	- / -
Sound:	- / -
HTML5 Note:	- / -



Showroom Link