ADVERTISING-SPECIFICATION

mobile.de Skyscraper

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

- **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.

Optional:	3rd party tracking such as tracking pixels or viewability pixels or script
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
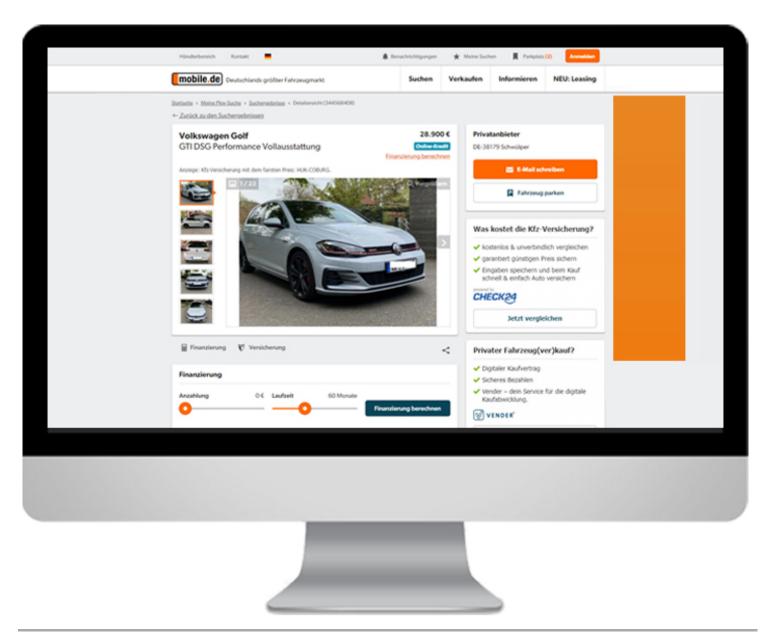- Max 2.5 MB may be reloaded
- Hosting of the Videso is taken over by the advertiser

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