ADVERTISING-SPECIFICATION

mobile.de Parameter Halfpage Ad

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

Ad:	Parameter Halfpage Ad
Format:	Only Redirect/Tag
Size:	300x600
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.
Parameter passing: The ad tag must already contain the appropriate variables so that they can be filled by us on the server side. The advertising medium must be pre-programmed for the parameter transfer.
The following parameters can be transferred: brand-model-price-location of the vehicle (ZIP code, city) - Zip code of the visitor - vehicle image (only for dealer listings) - Performance (KW) - registration date - HSN and TSN (if available)

Optional:
Counting pixel, ClickCommand3rd 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
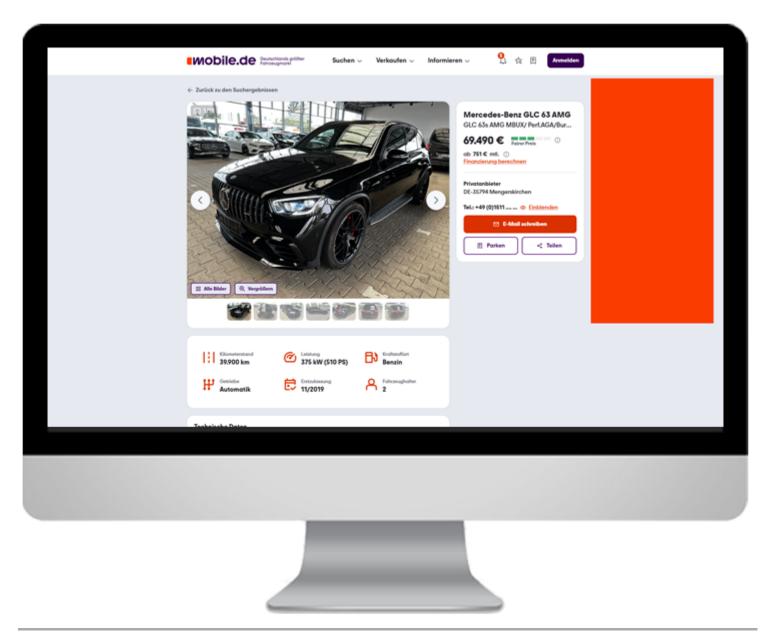- Max 2.5 MB may be reloaded
- Hosting of the Videso is taken over by the advertiser

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

HTML5 Note:
Bei Anlieferung von physischen HTML5 Werbemitteln beachten Sie bitte unbedingt unsere Hinweise unter dem Link: "HTML5".

[Showroom Link](#)