ADVERTISING-SPECIFICATION

mobile.xd Showcase Ad

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

Ad: Showcase Ad

Format: Text + Picture (JPG, GIF, PNG)

Size: scaling dynamically

Weight: Image: max. 150 KB
                           Logo: max. 50 KB

Requirements: OEM name: 16 characters
                           Dealer name: 24 + 24 characters
                           Model name: Max. 22 characters
                           Model subtitle: 20 characters
                           Model body text: 25 characters
                           Bullet points:

                           - Up to 2 lines, up to 2 bullet points per line
                           - If 1 bullet point per line: 22 characters per line
                           - If 2 bullet points per line: 17 characters per line

                           Dealer address: 5-digit zip code + 18 characters
                           Call-to-action: 16 characters

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Important: All character limitations include spaces!

Vehicle images: Aspect ratio of 3:2, at least 380x254px, max. 150 KB
Logo: Aspect ratio of 1:1, at least 120x120px, max. 50 KB

Optional:

Dynamic content: The following content can be delivered dynamically, depending on the targeting:

- Dealer name
- Individual leasing rate or similar within the model body text
- Dealer address
- Dealer landing page URL

Motive:

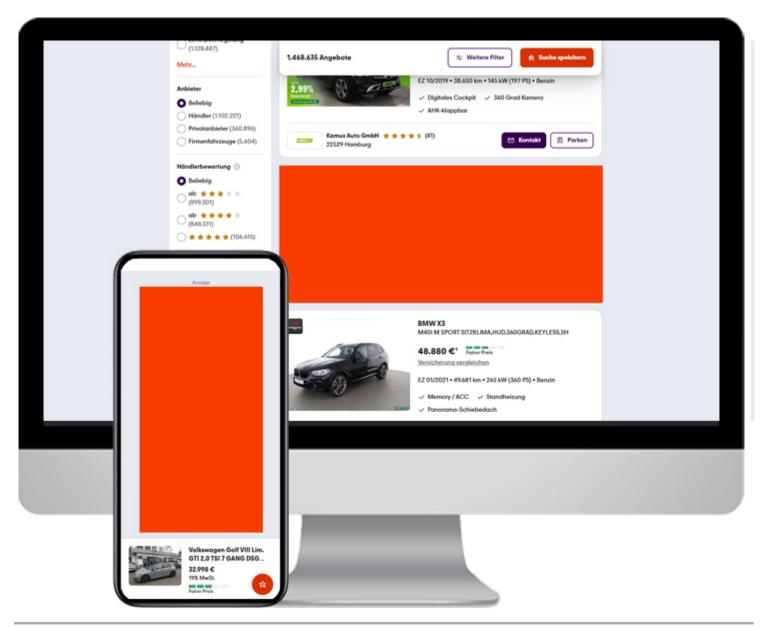Standard is one motiv per booked placement. In the case of motif splits, a maximum limit of three motivs per placement must be taken into account and one motiv change per week is permitted for physical delivery. Behind an AdServer Redirect there can be any number of motifs and can be changed as often as desired.

Streaming: - / -

Sound: - / -

HTML5 Note: - / -