

ADVERTISING- SPECIFICATION

mobile.xd Branded SRP

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

Ad:	Branded SRP
Format:	Desktop and Mobile: HTML5 (redirect tag or ZIP asset) or image (JPG, GIF, PNG)
Size:	Desktop: 300x600; 970x250; 300x600; Mobile: 300x250; 344x156
Weight:	<ul style="list-style-type: none">• Redirects: max. 200 KB initial load / max. 2.5 MB subload• Image physical: max. 200 KB
Requirements:	<p>The advertising materials on the Branded SRP should guide the mobile.de user and make it clear that the customer is already on the landing page: Suggested text variants (max. 90 characters):</p> <ol style="list-style-type: none">1. Discover the world of XYZ – only here at mobile.de2. Only here: Your personal XYZ selection on mobile.de3. Top XYZ vehicles – directly from the manufacturer, only on mobile.de4. Welcome to the world of XYZ – only here at mobile.de <p>Recommendation: Please do not use the same text on all advertising materials. The variants can be individually distributed across the individual formats.</p>
Optional:	3rd party tracking such as tracking pixels or viewability pixels or scripts
Motive:	maximum of 3 motives per placement
Streaming:	
Sound:	
HTML5 Note:	When delivering physical HTML5 advertising material, please pay attention to our information under the link: " HTML5 ".

[Showroom Link](#)