

# ADVERTISING- SPECIFICATION

mobile.xd Feature Ad

Contact: mobile.xd Advertising, Ad & Account Management, E-Mail: [werbemittel@advertising.mobile.de](mailto:werbemittel@advertising.mobile.de)

Ad:	Feature Ad
Format:	Text + Picture (JPG, GIF, PNG)
Size:	scaling dynamically
Weight:	Image: max. 150 KB Logo: max. 50 KB
Requirements:	<div>OEM name: 16 characters</div> <div>Dealer name: 24 + 24 characters</div> <div>Model name: Max. 22 characters</div> <div>Model subtitle: 20 characters</div> <div>Model body text: 25 characters</div> <div>Bullet points:<ul style="list-style-type: none"><li>• Up to 2 lines, up to 2 bullet points per line</li><li>• If 1 bullet point per line: 22 characters per line</li><li>• If 2 bullet points per line: 17 characters per line</li></ul></div> <div>Dealer address: 5-digit zip code + 18 characters</div> <div>Call-to-action: 16 characters</div>

2 vehicle features:  
Titel: 27 characters  
Text: 130 characters

Important: All character limitations include spaces!

Images: 1x vehicle picture + 2 x feature pictures  
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:

Only one vehicle and two features can be advertised at a time. Swapping motifs is not possible with this format.

Streaming:

- / -

Sound:

- / -

HTML5 Note:

- / -

[Showroom Link](#)