**e**mobile.de

kleinanzeigen

## ADVERTISING-SPECIFICATION

mobile.xd Feature Ad

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



**e**mobile.de

kleinanzeigen

Ad: Feature 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

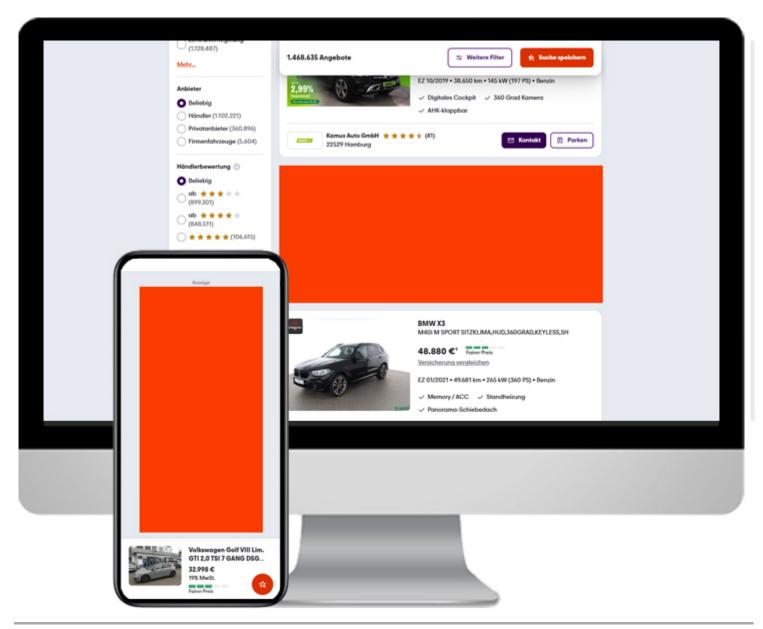
Dealer address: 5-digit zip code + 18 characters

Call-to-action: 16 characters

## **e**mobile.de



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 Dynamic content: The following content can be delivered dynamically, depending on the targeting: Optional: Dealer name Individual leasing rate or similar within the model body text Dealer address Dealer landing page URL Only one vehicle and two features can be advertised at a time. Swapping motifs is not possible with this format. Motive: Streaming: -/--/-Sound: HTML5 Note: -/-



## **Showroom Link**