# ADVERTISING-SPECIFICATION

mobile.xd Homepage Event Kombi

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| **Ad:** | Homepage Event Kombi |
|---|---|
| **Format:** | Desktop: HTML5 (redirect tag or ZIP asset) or image (JPG, GIF, PNG); Mobile: redirect tag or image (JPG, GIF, PNG) |
| **Size:** | **Desktop:** 1614x480; |
| | **Mobile:** 509x192 (for tags **or** images) (1018x384 **Retina ONLY for images**) |

**IMPORTANT:** The full ad area is not always displayed completely due to different screen sizes. All relevant content must therefore be in a **guaranteed visible area**:

**Desktop: 1614x480 px** of which guaranteed visible area of
**978x364 px** in the middle above the search mask. The advertising medium must always have **1614x480 px**. This means that 75 pixels are always cut away at the bottom!
AND left and right content may be missing depending on the screen width.
**Physical HTML5 - Only available on desktop!** - (ZIP, max 300 KB)

When delivering physical HTML5 advertising material, please pay attention to our information under the link: "[HTML5](#)".

**Mobile: 509x192 px** (image* or TAG; physical HTML5 **not possible!**) of which a guaranteed visible area of **320x192 px** measured in the middle
*It is recommend

d to deliver mobile images in retina resolution: 1018x384 px (of which 640x384 px in the guaranteed visible area measured in the middle)

**Weight:**

- **Redirects:** max. 200 KB initial load / max. 2.5 MB subload
- **Image physical:** max. 200 KB
- **HTML5 physical (only DESKTOP!):** max. 300 KB per asset

**Requirements:**    Click URL

**Optional:**    3rd 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:**    When delivering physical HTML5 advertising material, please pay attention to our information under the link: "[HTML5](link)".

**Showroom Link**