

# ADVERTISING- SPECIFICATION

mobile.xd Image Ad

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

Ad:	Image Ad
Format:	Text + Picture (JPG, GIF, PNG)
Size:	scaling dynamically
Weight:	Logo: 1:1, minimum 100x100 pixels, max. 50KB Ad images optional: <ul style="list-style-type: none"><li>• 1:1 ratio (square): minimum 555x555 pixels, max. 300KB</li><li>• 1.91:1 ratio (horizontal): minimum 700x367 pixels, max. 300KB</li><li>• 4:5 ratio (vertical): minimum 444x555 pixels, max. 300KB</li></ul>
Requirements:	OEM name: maximum 20 characters Title: maximum 37 characters Text: 50-150 characters CTA: maximum 20 characters  <u>Important: All character counts include spaces!</u>
Optional:	Third-party tracking such as tracking pixels
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:	- / -
Sound:	- / -
HTML5 Note:	- / -

[Showroom Link](#)