

# ADVERTISING- SPECIFICATION

mobile.de Fireplace Ad (Billboard Ad + Halfpage Ad)

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<b>Ad:</b>	Fireplace Ad (Billboard Ad + Halfpage Ad)
<b>Format:</b>	AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density)
<b>Size:</b>	300x600 + 1014x250 + 300x600
<b>Weight:</b>	<ul style="list-style-type: none"><li>• <b>Redirects:</b> max. 200 KB initial load / max. 2.5 MB subload</li><li>• <b>Image physical:</b> max. 200 KB</li></ul>
<b>Requirements:</b>	<p><b>Redirect tags:</b> have to contain an placeholder for our click tracking macro.</p> <p>- <b>3x redirect tags and/or images</b> (JPG, GIF, PNG): The half page ads are sticky and do NOT dock to the sides of the billboard or there is a gap between the billboard and both half page ads. <b>Important:</b> 1 booked/delivered fireplace impression on our side can cause 3 separate impressions on your side.</p> <p>- <b>One-tag or one-image ad:</b> 1614x600 px, 300 KB max, incl. an 1014x350 px transparent und not clickable gap in the middle at the bottom. <b>Important:</b> The half page ads are NOT sticky, but can dock to the sides of the billboard.</p>
<b>Optional:</b>	3rd party tracking such as tracking pixels or viewability pixels or scripts
<b>Motive:</b>	Standard is <b>one</b> motif per booked placement. In the case of motif splits, a <b>maximum limit of three motifs</b> per placement must be taken into account and <b>one motif change per week</b> is permitted for physical delivery. Behind an AdServer Redirect there can be any number of motifs and can be changed as often as desired.
<b>Streaming:</b>	<ul style="list-style-type: none"><li>• Only as a 3rd party, as video has to be followed</li><li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li><li>• Max 2.5 MB may be reloaded</li><li>• Hosting of the Videos is taken over by the advertiser</li></ul>
<b>Sound:</b>	Yes / Sound may only start on user interaction (click). An on/off button must be present.
<b>HTML5 Note:</b>	When delivering physical HTML5 advertising material, please pay attention to our information under the link: " <a href="#">HTML5</a> ".

Showroom Link

