

ADVERTISING- SPECIFICATION

mobile.xd Premium Listing Ad

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

Ad:	Premium Listing Ad
Format:	Text + Picture (JPG)
Size:	scaling dynamically
Weight:	Image: max. 150 KB Logo: max. 50 KB
Requirements:	<p>Headline desktop: up to 2 lines, max. 35 characters per line. Headline mobile: up to 4 lines, max. 18 characters per line. Body text desktop: up to 3 lines, max. 70 characters per line. Body text mobile: up to 3 lines, max. 40 characters per line. Bullet points desktop: max. 3 points, max. 50 characters all in one. Bullet points mobile: max. 2 points, max. 30 characters all in one. Dealer-name: 1 line, max. 40 characters. Dealer-address: 1 line, max. 40 characters. Call to Action: max. 20 characters.</p> <p>Important: all character specifications include spaces!</p> <p>Image: ratio of 1:1, min. 438x438 pixel, max. 150 KB Logo: ratio of 1:1, min. 160x160 pixel, max. 50 KB</p>
Optional:	3rd 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

