

ADVERTISING- SPECIFICATION

mobile.de Hero Ad

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Ad:	Hero Ad
Format:	AdServer Redirect, Image physical (JPEG, GIF, PNG, recommended in 2x pixel density) or HTML5 physical (as zip asset)
Size:	1614x330* + 728x250 + 300x250 *IMPORTANT: Due to varying screen sizes, the full Hero Ad (1614x330 px) space is not always displayed in its entirety. All relevant content must therefore be centred within the guaranteed visible area of 978x330 px. Ad material must always be 1614x330 px.
Weight:	• Redirects: max. 400 KB initial load / max. 2.5 MB subload • Image physical: max. 200 KB (JPEG, GIF, recommended at 2x pixel density: 3228x660 px). • HTML5 physical: max. 400 KB per asset
Requirements:	• The Redirect/ Tag must contain a placeholder for our click tracking. Redirects must have a placeholder for our click tracking macro, physical HTML5 ads require either a click command or a direct destination URL (in this case no own click count possible). • SSL compatibility: All components of an ad must be HTTPS compatible.
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 Videos is taken over by the advertiser
Sound:	Yes / Sound may only start on user interaction (click). An on/off button must be present.

[Showroom Link](#)