

ADVERTISING- SPECIFICATION

mobile.xd Total Reach Festpreis

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Ad:	Total Reach Festpreis
Format:	All components are also available as physical HTML5 files.
Size:	1614x330 + 728x250 + 300x250 *Hero Banner: 1614x330* IMPORTANT: Due to varying screen sizes, the full ad 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. 200 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. 300 KB per asset
Requirements:	Redirect tags: have to contain an placeholder for our click tracking macro. Important: The takeover consists of seven individual elements. Therefore, a desktop impression delivered by us can generate up to seven individual impressions on your site. Ideally, only one ad with a tracking pixel should be tracked on the desktop page.
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



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