

# ADVERTISING- SPECIFICATION

kleinanzeigen.xd Native Partnership Ad

Contact: kleinanzeigen.xd Advertising, Ad & Account Management, E-Mail: [kleinanzeigen.advertising@adevinta.com](mailto:kleinanzeigen.advertising@adevinta.com)

<b>Ad:</b>	Native Partnership Ad
<b>Format:</b>	Text + Picture (JPG)
<b>Size:</b>	scaling dynamically
<b>Weight:</b>	physical image: 40 KB
<b>Requirements:</b>	<p><b>Headline:</b> Main text of the ad title maximum 25 characters</p> <p><b>Main text:</b> Maximum 25 characters</p> <p><b>Image:</b> Aspect ratio of 1,91 : 1 (Landscape) - the image should be in the listing of the respective page and must be at least 256x133 Pixel and maximum 600x312 Pixel large. Weight: max. 40 KB</p> <p><b>Call to Action:</b> Maximum of 15 characters (for example: Learn more)</p>
<b>Optional:</b>	Counting Pixel, ClickCommand
<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.
<b>Streaming:</b>	-/-
<b>Sound:</b>	-/-
<b>HTML5 Note:</b>	-/-

Showroom Link

