

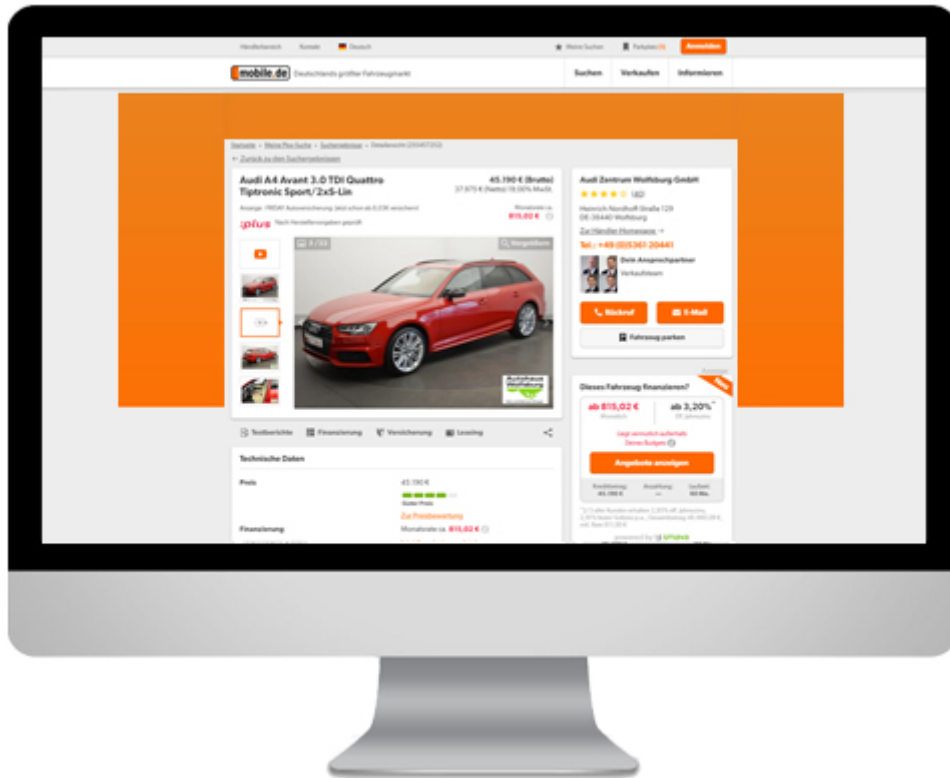
ADVERTISING- SPECIFICATION

mobile.de Fireplace Ad (Superbanner + Skyscraper)

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Advertising media	Fireplace Ad (Superbanner + Skyscraper)
Creative size	160x600 + 970x90 + 160x600
Image size	60 KB je Element
Redirect/Tag size	Initial Load: 150KB Subload: 300 KB
File format	JPG, GIF or HTML 5 (Redirect/Tag only!)
Tracking optional	
HTTPS	All components of the ad must be HTTPS compatible.
Notes	<p>HTML 5 Ads can only be played via redirect.</p> <p>HTML 5 Ads must be played in the iFrame.</p> <p>In the redirect/day, a placeholder must be used for our click tracking be present.</p> <p>The Skyscrapers dock to the side of the Superbanner and are sticky.</p> <p>Important: There is a gap between the super banner and the two skyscrapers depending on the screen resolution. We'll fill them with a color of your choice. Please specify the appropriate hex code. Only one color is possible. Optionally on both sides, or on one side of your choice.</p> <p>Important: No OneTags possible. We need one day per advertising medium.</p>

Notes to homepage/layer/parameter	- / -
Handling time	Delivery at least 3 days prior to campaign start.
E-Mail	werbemittel@advertising.mobile.de
HTML5 Guideline	BVDW OVK HTML5 Richtlinie



Description

Positioning matters! Our detail and search results page has been centered, enabling new formats. Thanks to this repositioning, we can offer you the Fireplace Ad Basic, which frames the detail and search results page from three sites. The Fireplace Ad consists of a combination of two skyscrapers and a superbanner.

Visualisation example

<https://advertising.mobile.de/showroom/fireplace-ad-basic/>