

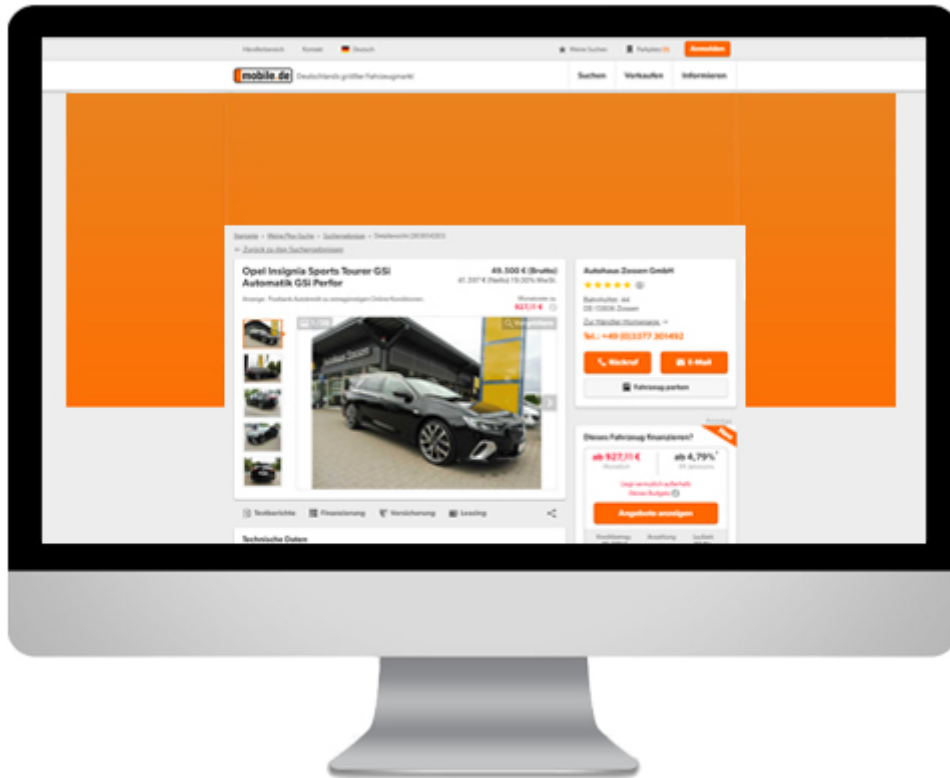
ADVERTISING- SPECIFICATION

mobile.de Fireplace Ad (Billboard Ad + Halfpage Ad)

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Advertising media	Fireplace Ad (Billboard Ad + Halfpage Ad)
Creative size	300x600 + 970x250 + 300x600
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 Halfpage Ads dock to the side of the Billboard Ad 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 Extended, which frames the detail and search results page from three pages. The Fireplace Ad consists of a combination of two Halfpage Ads and a Billboard Ad.

Visualisation example

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