

# ADVERTISING- SPECIFICATION

mobile.de Hockeystick

Contact: mobile.de Advertising, Ad & Account Management, E-Mail: [banner@advertising.mobile.de](mailto:banner@advertising.mobile.de)

<b>Advertising media</b>	Hockeystick
<b>Creative size</b>	728x90 or 816x90 and max. 200x600
<b>Image size</b>	60 KB
<b>Redirect/Tag size</b>	Initial load: 150KB Automatic reload: 200 KB Reload after user interaction: 2,5MB
<b>File format</b>	JPG, GIF or HTML 5 (only Redirect/Tag!)
<b>Tracking optional</b>	Counting pixel, ClickCommand
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.
<b>Notes</b>	HTML 5 Ads can only be trafficked through a redirect. HTML 5 Ads must be trafficked in an Iframe. The Redirect/ Tag must contain a placeholder for our click tracking. Trafficking through one Tag or one Tag per element possible. When trafficking through one tag, a documentation for the positioning must be provided!

<b>Notes to homepage/layer/parameter</b>	- / -
<b>Handling time</b>	Delivery at least 3 days prior to campaign start.
<b>E-Mail</b>	banner@advertising.mobile.de
<b>HTML5 Guideline</b>	<a href="#">BVDW OVK HTML5 Richtlinie</a>
<b>Visualisation example</b>	<a href="http://advertising.mobile.de/showroom/hockeystick/">http://advertising.mobile.de/showroom/hockeystick/</a>