

ADVERTISING- SPECIFICATION

mobile.de Homepage Billboard Takeover

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Advertising media	Homepage Billboard Takeover
Creative size	996x250 and 300x1.012 and 978x512 and 996x90
Image size	60 KB / 100 KB for the 978x512 Element
Redirect/Tag size	Initial load: 150 KB Automatic Reload: 200 KB Reload after user interaction: 2,5 MB
File format	jpg., gif., HTML5 (only as Adserver-Redirect, SSL capable)
Tracking optional	Counting pixel, ClickCommand
HTTPS	All components of the ad must be HTTPS compatible.
Notes	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!

Notes to homepage/layer/parameter	Halfpage Ad is docked to the right. Superteaser can only be delivered as a .jpg File. Superteaser has a fixed size of 978x512 pixels and can have a weight of 100KB. Sound only after user interaction. No fake HTML.
Handling time	Delivery at least 3 days prior to campaign start
E-Mail	banner@advertising.mobile.de
HTML5 Guideline	BVDW OVK HTML5 Guideline
Visualisation example	http://advertising.mobile.de/showroom/billboard-homepage-takeo