

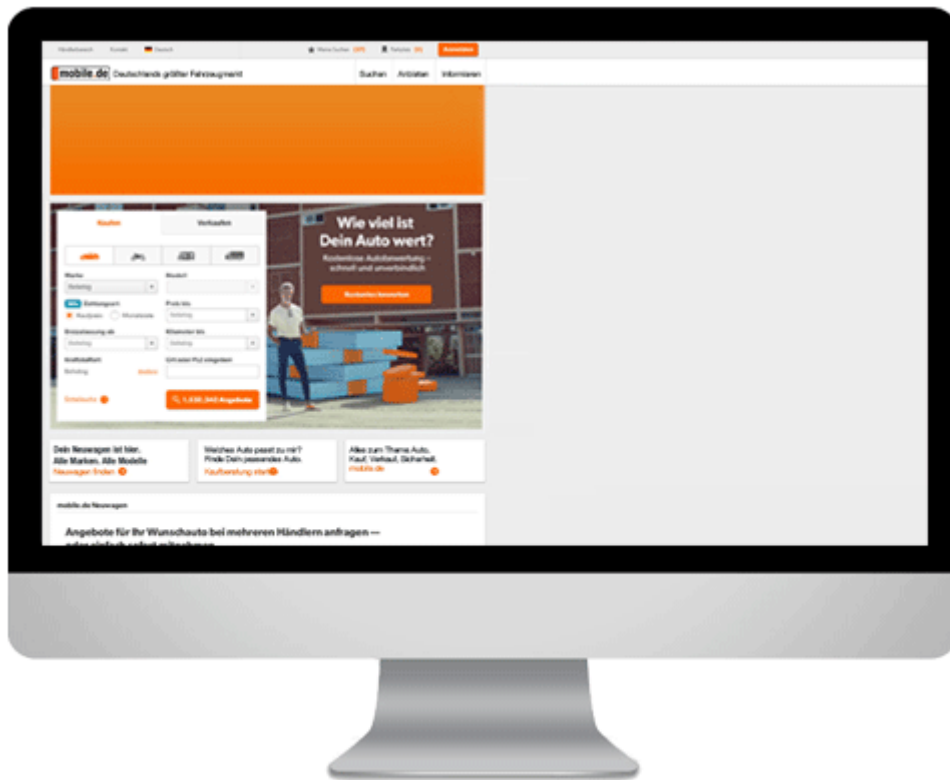
ADVERTISING- SPECIFICATION

mobile.de Homepage Event 'Billboard Basic'

Contact: mobile.de Advertising, Ad & Account Management, E-Mail: banner@advertising.mobile.de

Advertising media	Homepage Event 'Billboard Basic'
Creative size	not docked: 770x250 or 800x250 or 970x250 docked: 978x250
Image size	60 KB
Redirect/Tag size	Initial load: 150KB Automatic reload: 200 KB Reload after user interaction: 2,5MB
File format	JPG, GIF or HTML 5 (only Redirect/Tag!)
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	{Structure information from the other part} For example: Halfpage Ad 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.
Handling time	Delivery at least 3 days prior to campaign start.
E-Mail	banner@advertising.mobile.de
HTML5 Guideline	BVDW_OVK HTML5 Richtlinie



Description

<http://advertising.mobile.de/showroom/homepage-event-billboard/>

Visualisation example

