

ADVERTISING- SPECIFICATION

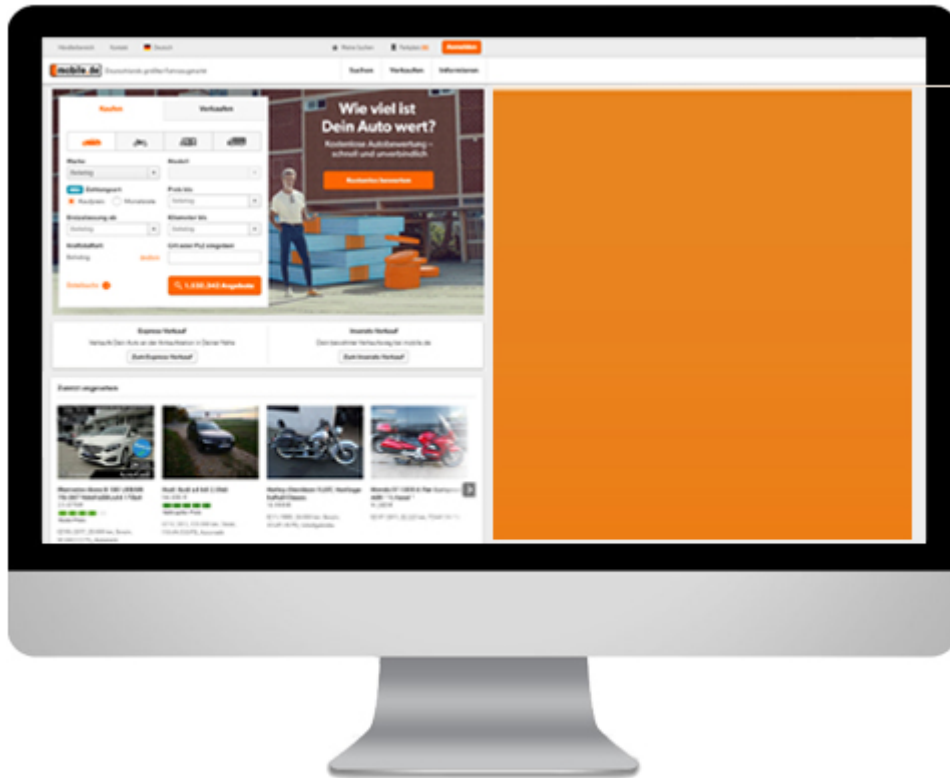
mobile.de Homepage Event 'Dynamic Sitebar'

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Advertising media	Homepage Event 'Dynamic Sitebar'
Creative size	200x600, dynamically scaling
Image size	
Redirect/Tag size	Initial Load: 200KB Subload: 400 KB
File format	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.

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

The Dynamic Sitebar is placed to the right of the search box in the directly visible area and dynamically adjusts to the screen size. Thanks to the Sticky functionality, this prominent advertising format always travels with the user when scrolling and thus always remains in the user's field of vision.

Visualisation example

<https://advertising.mobile.de/showroom/homepage-event-dynamic-sitebar/>