

ADVERTISING- SPECIFICATION

mobile.de IAB Standard Ad Package

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

Advertising media	IAB Standard Ad Package
Creative size	300x250 and 728x90 and 120x600 or 160x600 or 200x600
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.

Notes to homepage/layer/parameter	- / -
Handling time	Delivery at least 3 days prior to campaign start.
E-Mail	banner@advertising.mobile.de
HTML5 Guideline	BVDW OVK HTML5 Richtlinie
Visualisation example	http://advertising.mobile.de/showroom/iab-standard-ad-package/