

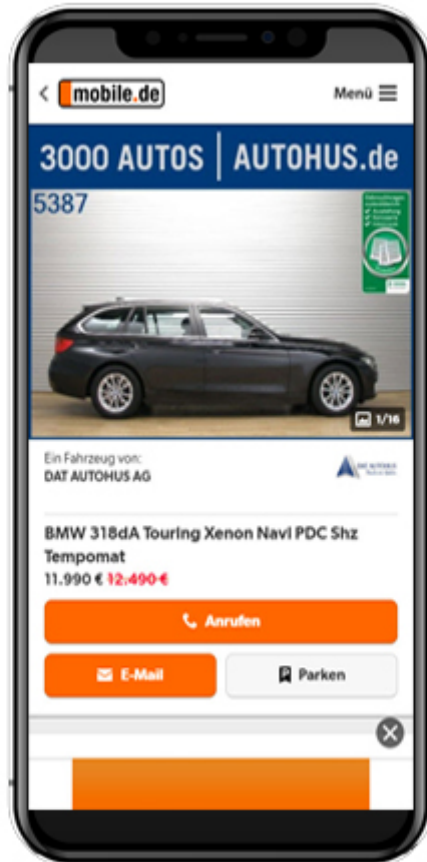
ADVERTISING- SPECIFICATION

mobile.de (Mobile) Content Ad / MMA Banner

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Advertising media	Content Ad / MMA Banner
Creative size	320x50 and optional 640x100(Retina)
Image size	40 KB
Redirect/Tag size	Initial load: 50KB Automatic reload: 150 KB
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	werbemittel@advertising.mobile.de
HTML5 Guideline	BVDW OVK HTML5 Richtlinie

**Description**

The standard advertising format Content Ad is available within the Android, iPhone app as well as in the mobile portal. Combined with our targeting options, this creation always finds the right target group on the go. You can link directly to your landing page via the relative of the Desktop Superbanner.

Visualisation example

<http://advertising.mobile.de/showroom/mobiles-portal-content-ad/>