

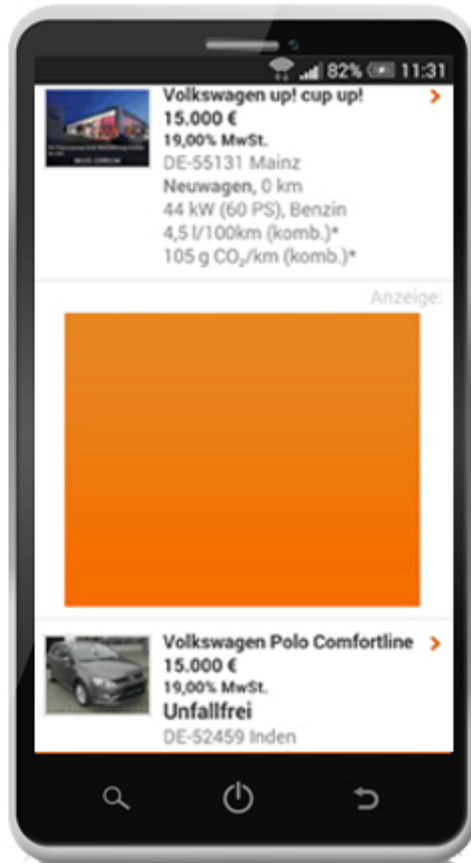
ADVERTISING- SPECIFICATION

mobile.de (Mobile) Medium Rectangle

Contact: mobile.de (Mobile) Advertising, Ad & Account Management, E-Mail: werbemittel@advertising.mobile.de

Advertising media	Medium Rectangle
Creative size	300x250 and optional 600x500(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 Mobile Medium Rectangle convinces primarily by its size. On the search results page of our mobile offers, it occupies the majority of the visible area and thus secures the attention of the user. Due to its standard size, the Mobile Medium Rectangle is ideal for multi-device campaigns.

Visualisation example

<https://advertising.mobile.de/blog/showroom/medium-rectangle-mobil/>