

ADVERTISING- SPECIFICATION

mobile.de (Mobile) Native Ad

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

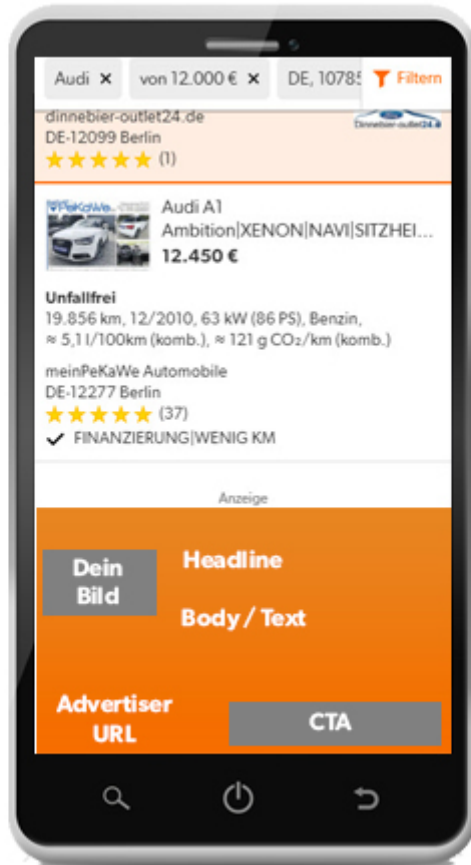
Advertising media	Native Ad
Creative size	scaling dynamically
Image size	40KB
Redirect/Tag size	-
File format	Text + Bild (JPG)
Tracking optional	Counting pixel, ClickCommand
HTTPS	All components of the ad must be HTTPS compatible.
Notes	<p>'Headline: Main text of the ad title maximum 90 characters (our recommendation: 25-50 characters)</p> <p>Main text: Maximum 90 characters</p> <p>URL: Maximum 25 characters - text that displays the advertiser URL or name. this URL may be different from the actual landing page</p> <p>Example: Display URL or Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: http://advertising.mobile.de/werbemoegelichkeiten/</p> <p>Image: Aspect ratio of 1.91 : 1 (landscape) - the image should fit into the listing of the respective page and must be at least 256x133 pixels and max. 600x312 pixels in size. Heavy: max. 40 KB'</p> <p>Call to Action: Maximum 15 characters (e.g.: Learn more, inform now)</p>

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

With our Native Ad, your advertising message appears directly between the advertisements on the search results page of our mobile offers. Since it is very similar to organic advertisements, this placement is perceived as not very disturbing. Due to the cost-effective production, ideal white several creations can be used here.

Visualisation example

<https://advertising.mobile.de/showroom/native-ad/>