

ADVERTISING- SPECIFICATION

mobile.de (Mobile) Targeted Interstitial Ad

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

Advertising media	Targeted Interstitial Ad
Creative size	320x480
Image size	40 KB
Redirect/Tag size	Initial 50KB Automatic reload 150 KB
File format	JPG, GIF or HTML 5 (redirect/tag only!)
Tracking optional	
HTTPS	All components of an ad must be HTTPS compatible.
Notes	All components of an ad must be HTTPS compatible. HTML 5 Ads can only be played via redirect. HTML 5 Ads must be played in the iFrame. In the redirect/tag there must be a placeholder for our click tracking.

Notes to homepage/layer/parameter	The advertising media must not have a closing button.
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 Targeted Interstitial, you can now also use our targeting to make your advertising message even more efficient. Immediately after the user has entered the search parameters, your advertising message will appear on the entire screen.

Visualisation example

<https://advertising.mobile.de/blog/showroom/targeted-interstitial-iphone/>