

# ADVERTISING- SPECIFICATION

mobile.de Motors Marketing Suite (MMS)

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<b>Advertising media</b>	Motors Marketing Suite (MMS)
<b>Creative size</b>	scaling dynamically
<b>Image size</b>	1- 3 MB
<b>Redirect/Tag size</b>	
<b>File format</b>	Text + Picture (JPG)
<b>Tracking optional</b>	
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.
<b>Notes</b>	<p>Headline: Main text of the ad title maximum 25 characters</p> <p>Main text: Maximum 50 characters</p> <p>URL: Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page</p> <p>For example: Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: <a href="http://advertising.mobile.de/werbemoeglichkeiten/">http://advertising.mobile.de/werbemoeglichkeiten/</a></p> <p>Image: 1200 x 647 Pixel. Weight 1-3 MB Icon: 180 x 180 Pixel. Weight: max. 100 KB</p> <p>Call to Action: Maximum of 15 characters (for example: Learn more)</p>

**Notes to homepage/layer/parameter**

**Handling time** Delivery at least 3 days prior to campaign start

**E-Mail** [werbemittel@advertising.mobile.de](mailto:werbemittel@advertising.mobile.de)

**HTML5 Guideline** [BVDW OVK HTML5 Richtlinie](#)



Description

Visualisation example