

ADVERTISING- SPECIFICATION

mobile.de Native Ad

Contact: mobile.de Advertising, Ad & Account Management, E-Mail: banner@advertising.mobile.de

Advertising media	Native Ad
Creative size	scaling dynamically
Image size	40 KB
Redirect/Tag size	
File format	Text + Picture (JPG)
Tracking optional	Counting pixel, ClickCommand

HTTPS

All components of the ad must be HTTPS compatible.

Notes

Headline: Main text of the ad title maximum 90 characters (our recommendation: 25-50 characters)

Main text: Maximum 90 characters

URL: Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page

For example: Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: <http://advertising.mobile.de/werbemoeglichkeiten/>

Image: Aspect ratio of 1,91 : 1 (Landscape) - the image should be in the listing of the respective page and must be at least 256x133 Pixel and maximum 600x312 Pixel large. Weight: max. 40 KB

Call to Action: Maximum of 15 characters (for example: Learn more)

Notes to homepage/layer/parameter

Handling time

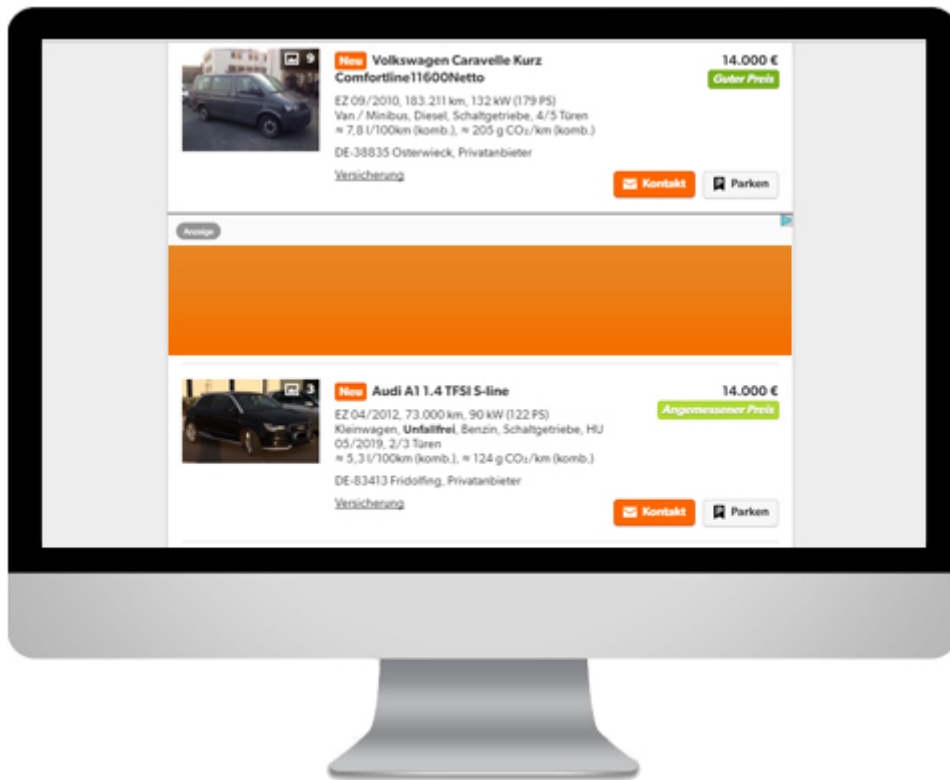
Delivery at least 3 days prior to campaign start

E-Mail

banner@advertising.mobile.de

HTML5 Guideline

[BVDW OVK HTML5 Richtlinie](#)



Description

Visualisation example