

# ADVERTISING- SPECIFICATION

mobile.de Parameter Medium Rectangle

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<b>Advertising media</b>	Parameter Medium Rectangle
<b>Creative size</b>	300x250
<b>Image size</b>	60 KB
<b>Redirect/Tag size</b>	Initial load: 150KB Automatic reload: 200 KB Reload after user interaction: 2,5MB
<b>File format</b>	JPG, GIF or HTML 5 (only Redirect/Tag!)
<b>Tracking optional</b>	Counting pixel, ClickCommand
<b>HTTPS</b>	
<b>Notes</b>	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.

<b>Notes to homepage/layer/parameter</b>	Parameter passing: The ad tag must already contain the appropriate variables so that they can be filled by us on the server side. The advertising medium must be pre-programmed for the parameter transfer.  The following parameters can be transferred: brand-model-price-location of the vehicle (ZIP code, city) - Zip code of the visitor - vehicle image (only for dealer listings) - Performance (KW) - registration date - HSN and TSN (if available)  Additional parameters after prior arrangement
<b>Handling time</b>	Delivery at least 3 days prior to campaign start.
<b>E-Mail</b>	banner@advertising.mobile.de
<b>HTML5 Guideline</b>	<a href="#">BVDW OVK HTML5 Richtlinie</a>
<b>Visualisation example</b>	<a href="http://advertising.mobile.de/showroom/parameter-medium-rectan">http://advertising.mobile.de/showroom/parameter-medium-rectan</a>