

# ADVERTISING- SPECIFICATION

mobile.de Parameter Skyscraper

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<b>Advertising media</b>	Parameter Skyscraper
<b>Creative size</b>	120x600 or 160x600 or 200x600
<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.

**Notes to homepage/layer/parameter** 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

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

**E-Mail** banner@advertising.mobile.de

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

**Visualisation example** <http://advertising.mobile.de/showroom/parameter-skyscraper/>