

ADVERTISING- SPECIFICATION

mobile.de Parameter Superbanner

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

Advertising media	Parameter Superbanner
Creative size	400x400
Image size	60 KB
Redirect/Tag size	Initial load: 150KB Automatic reload: 200 KB Reload after user interaction: 2,5MB
File format	JPG, GIF or HTML 5 (only Redirect/Tag!)
Tracking optional	Counting pixel, ClickCommand
HTTPS	
Notes	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-superbanner/