

# ADVERTISING- SPECIFICATION

mobile.de Pre-Roll Ad

Contact: mobile.de Advertising, Ad & Account Management, E-Mail: [banner@advertising.mobile.de](mailto:banner@advertising.mobile.de)

|                          |   |
|--------------------------|---|
| <b>Advertising media</b> | Pre-Roll Ad   |
| <b>Creative size</b>     | 16:9 Widescreen (960x540 px) / 4:3 Standard (960x720 px)  |
| <b>Image size</b>        | 50 MB / bis max. 200 MB per Downloadlink  |
| <b>Redirect/Tag size</b> | -   |
| <b>File format</b>       | MPEG, MOV, AVI, VAST 1/2  |
| <b>Tracking optional</b> | Counting pixel, ClickCommand  |
| <b>HTTPS</b>             | All components of the ad must be HTTPS compatible.  |
| <b>Notes</b>             | Clip duration: max. 30 seconds (VideoAd Spots longer than 30 seconds available on request)<br><br>Sound: must be integrated in the video<br><br>Frame Rate: maximum 24 fps<br><br>Bitrate: up to 2 Mbps (0,25 MB/s)<br><br>Audio Bitrate: up to 128 kbps (16 KB/s)<br><br>Codec: H.264/MPEG-4<br><br>No JavaScript- or iFrame-Tag |

**Notes to homepage/layer/parameter**

|                              |   |
|------------------------------|---|
| <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/video-ad/">http://advertising.mobile.de/showroom/video-ad/</a> |