

ADVERTISING- SPECIFICATION

mobile.de Textlink (unterhalb Fahrzeugtitel)

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

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|--------------------------|----------------------------------------------------|
| Advertising media | Textlink (unterhalb Fahrzeugtitel) |
| Creative size | max. 60 characters |
| Image size | - / - |
| Redirect/Tag size | - |
| File format | Text |
| Tracking optional | ClickCommand |
| HTTPS | All components of the ad must be HTTPS compatible. |
| Notes | max. 60 characters |

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|------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| 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 |
| Visualisation example | http://advertising.mobile.de/showroom/textlink/ |