ADVERTISING-SPECIFICATION

mobile.xd Homepage Event Kombi 'Billboard Takeover'

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Advertising media	Homepage Event Kombi 'Billboard Takeover'	**Notes to homepage/layer/parameter**	The **mobile** 1018x384px element can only be trafficed as .jpg file. Notice: The whole area can not be used. See the guarenteed visible area.
Creative size	996x250 + 300x1012 + 978x512 + 996x90 + 1018x384		
Image size	60 KB		The **Desktop** Superteaser has a fixed size of 978x512px and is limited to a maximum weight of 100KB. All other physical elements (desktop and mobile) are limited to a maximum weight of 60KB.
Redirect/Tag size			**Notice:** Not the full space of the Desktop Superteaser can be used due to the search bar. Please find the measurements within the visualization example.
File format	JPG, GIF or HTML 5 (only Redirect/Tag!)		
Tracking optional			**Desktop**: Halfpage Ad docked right side. Sound only after user interaction.
HTTPS	All components of the ad must be HTTPS compatible.		**Desktop und Mobile**: No fake HTML.
Notes	**Mobile:** 1018x384: Guaranteed visible space (from upper right corner): 640x290px (**see visualization example**) **Important:** All logos, texts, and other content must be placed within this area.	**Handling time**	Delivery at least 3 days prior to campaign start.
		E-Mail	werbemittel@advertising.mobile.de
	Desktop: HTML 5 Ads can only be trafficed as redirects. HTML 5 Ads have to be displayed as an iFrame. The redirects/tags have to contain a placeholder for our clicktracking. One tag for all elements or separate tags for each element are possible. In case of a one tag we need a documetation for the positioning of the elements!	**HTML5 Guideline**	BVDW OVK HTML5 Richtlinie

Description

Visualisation example
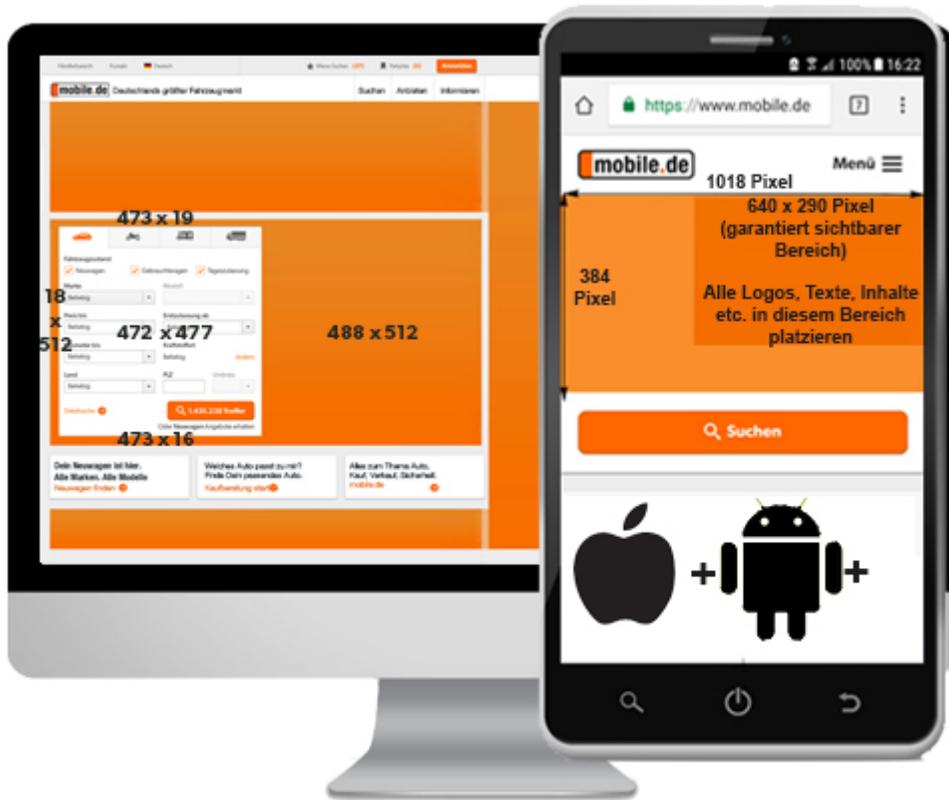
On [mobile.de](https://www.mobile.de) you can easily book all our homepage placements at once. Our homepage Billboard Takeover Crossdevice product allows you to occupy our complete homepage portfolio exclusively for 24 hours. With this product we guarantee you an individual and exclusive appearance on our desktop, IOS app, Android app and MEW homepage.

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