

# Programmatic Specifications

	Open Auction (OMP)	Private Auction (PMP)	Preferred Deal (PD)	Programmatic Guaranteed (PG)
<b>Apps &amp; mWeb</b>	Native 300x250 320x50	300x250 Medium Rec 320x50 Mobile Content Ad Native	300x250 Medium Rec 300x600 Halfpage 320x50 Mobile Content Ad Native	509x192 Home Page Event 300x250 Medium Rec. 300x600 Halfpage 320x50 Mobile Content Ad Native
<b>Desktop</b>	IAB Standard Ads Native Halfpage Billboard	Native 160x600 Wide Skyscraper 120x600 Skyscraper 300x250 Medium Rec 300x600 Halfpage 820x250 / 970x250 Billboard 728x90 Leaderboard Ad	160x600 Wide Skyscraper 120x600 Skyscraper 300x250 Medium Rec 300x600 Halfpage 820x250 / 970x250 Billboard 728x90 Leaderboard Ad	1613x480 Home Page Event 300x250 Medium Rec. 300x600 Halfpage 800x250 / 970x250 Billboard 160x600 Wide Skyscraper 120x600 Skyscraper 728x90 Leaderboard Ad Native
<b>Mobile.de Targeting</b>	n/a	<ul style="list-style-type: none"> <li>- ROS</li> <li>- Key Values &amp; Contextual Targeting</li> <li>- Unique DFP Audience</li> <li>- Segmente only available on Mobile.de (GAM)</li> <li>- DMP Segmente (Xandr, Yieldlab, Pubmatic, Magnite)</li> </ul>	<ul style="list-style-type: none"> <li>- ROS</li> <li>- Key Values &amp; Contextual Targeting</li> <li>- Unique DFP Audience</li> <li>- Segmente only available on Mobile.de (GAM)</li> <li>- DMP Segmente (Xandr, Yieldlab, Pubmatic, Magnite)</li> </ul>	<ul style="list-style-type: none"> <li>- ROS</li> <li>- Key Values &amp; Contextual Targeting</li> <li>- Unique DFP Audience</li> <li>- Segmente only available on Mobile.de (GAM)</li> <li>- DMP Segmente (Xandr, Yieldlab, Pubmatic, Magnite)</li> </ul>
<b>Planbarkeit / Auslieferung</b>	*	**	***	****
<b>Service Level</b>	Self service	mobile.de Optimierung	mobile.de Optimierung	mobile.de Optimierung
<b>Produkte</b>	ROS	ROS Targeted Deals	Targeted Deals High Targeted Deals	Targeted Deals High Targeted Deals

SSP

 	 	 	 
 	 	 	 
 			
 			
 			
 			