

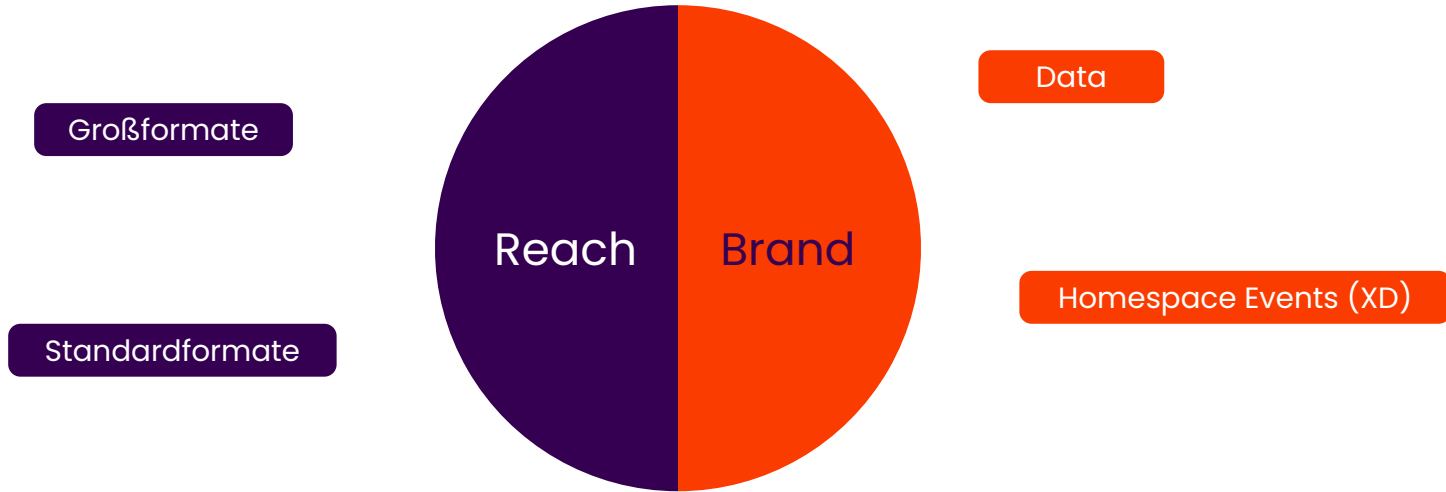
Mediadata mobile.de

The best solution
for your advertising purpose



Our Portfolio

Solutions for every campaign goal



Targeting

Fits for every Target Group



Search Criteria-Targeting

Brand*, model*, price, Mileage, Manufacturing date, engine type and more

Billing Method	Price	Specification
CPM	10,00 €	Up to two attributes
CPM	5,00 €	For each additional attribute



Regional Targeting

Country, state, city, phone code, ZIP code (only for ROS category targeting)

Billing Method	Price	Specification
CPM	10,00 €	For 2-digit ZIP codes
CPM	10,00 €	For each additional digit



Technical Parameters

i.e. OS, browser, time & day

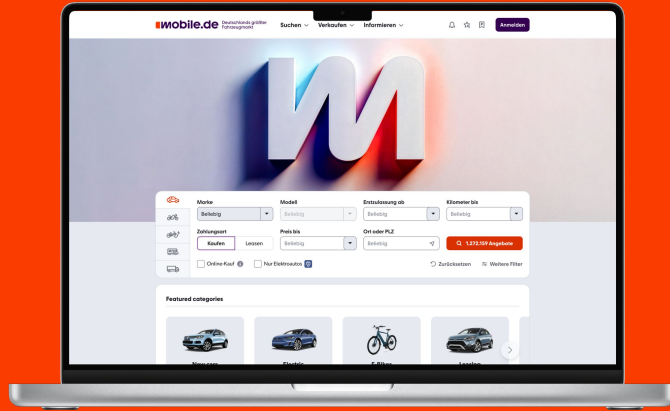
No Surcharge

Formats & Prices

Assets	Sizes	Billing category	ROS	Rubrik	Specifications
Desktop					
Superbanner	728x90	CPM	16,50 €	22,00 €	Page 7
Skyscraper	max. 200x600	CPM	24,00 €	35,00 €	Page 8
Medium Rectangle Cross Device	300x 50	CPM	30,00 €	42,00 €	Page 9
IAB-Standard Ad Package	300x250 + max. 200x600 + 728x90	CPM	24,00 €	35,00 €	Page 10
IAB-Premium Ad Package	300x50 + 300x600 + 728x90	CPM	36,00 €	48,00 €	Page 11
Wallpaper Hockeystick	728x90 oder 816x90 + max. 200x600	CPM	44,00 €	60,50 €	Page 12
Native Ad Cross Device	responsive	CPM	35,00 €	48,00 €	Page 13
Billboard Ad	800x250 oder 970x250	CPM	64,00 €	82,00 €	Page 14
Halfpage Ad Cross Device	300x600	CPM	44,00 €	60,50 €	Page 15
Double Halfpage Ad	300x600 + 300x600	CPM	88,00 €	104,50 €	Page 16
Dynamic Sitebar	min. 200x600 bis 100% dynamisch skalierend	CPM	71,50 €	88,00 €	Page 17
Special Placing					
Large Inline Banner (nur mobile.de)	728x250	CPM	49,50 €	66,00 €	Page 19
Fireplace Ad "Extended" (nur mobile.de)	300x600 + 1.014x250 + 300x600	CPM	104,50 €	121,00 €	Page 20

Formats & Prices

Assets	Sizes	Billing category	ROS	Rubrik	Specifications
More Special Placing					
Premium Listing Ad	Visual: min. 554x554, Logo: min. 160x160	CPM	70,00 €	85,00 €	Page 21
Brand Portal			on request	on request	Page 22
Showcase Ad	min. 380x254px, Logo: min. 160x160	CPM	70,00 €	85,00 €	Page 23
Feature Ad	min. 380x254px, Logo: min. 120x120	CPM	70,00 €	85,00 €	Page 24
Image Ad	Square: ratio 1:1; Horizontal: ratio 1.91:1; Vertical: ratio 4:5, max. 300 KB Logo: 1:1, mind. 100x100, max. 50KB	CPM	50,00 €	60,00 €	Page 25
Carousel Ad	Bilder: 1:1, mind. 480x480 pixels, max. 200KB Logo: 1:1, mind. 100x100, max. 50KB	CPM	60,00 €	70,00 €	Page 26
Gallery Ad	300 x 250	CPM	30,00 €	42,00 €	Page 27
Listing Brand Stage	300x600 + 1010x250 + 300x600 + 728x250 + 300x250	Fix price / CPM	on request	on request	Page 28
Homepage Special					
mobile.xd Homepage Event Kombi	996x250 + 300x1.012 + 978x512 + 996x90 und 1.018x384	Fix price / Day		130.000,00 €	Page 29
Mobile					
Swipe Ad	600x500		27,50 €	33,00 €	Page 31
Interscroller	320x480		30,00 €	45,00 €	Page 31








Desktop

Formats – Superbanner

*with parameter function (optional)

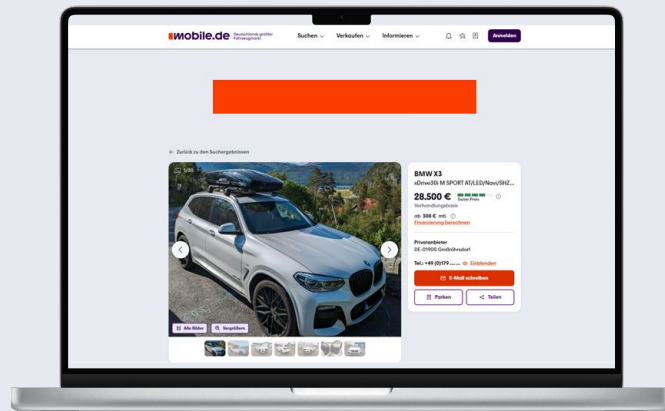
The advantages of Superbanners

The standard advertising format – superbanner – can be used universally and attracts a lot of attention with its prominent placement directly above the website header. The superbanner can also be booked as a parameter or expendable superbanner.

	Data format	JPG, GIF or HTML 5 (only Redirect/Tag!)
	Data size	728 x 90 Pixel
	Data weight (Image)	60 KB
	Data weight (Redirect/Tag)	Initial Load: 100 KB Automatic reloading: 200 KB
	Tracking (optional)	Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



*Parameter function

The parameter function offers you the opportunity to transfer large amounts of information from the detailed results page into your advertising communication. For example, you can integrate the vehicle price directly into your advertising material and use it for comparative purposes.

Formats – Skyscraper

*with parameter function (optional)

The advantages of Skyscrapers

The skyscraper is placed prominently on the right side of the VIP and search results page. It can be booked in portrait format as well as vertical placement and is particularly suitable as a universal advertising space for your campaigns



Data format

JPG, GIF or HTML 5
(only Redirect/Tag!)



Data size

120 x 600 or 160 x 600 or 200 x 600 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 100 KB
Automatic reloading: 200 KB

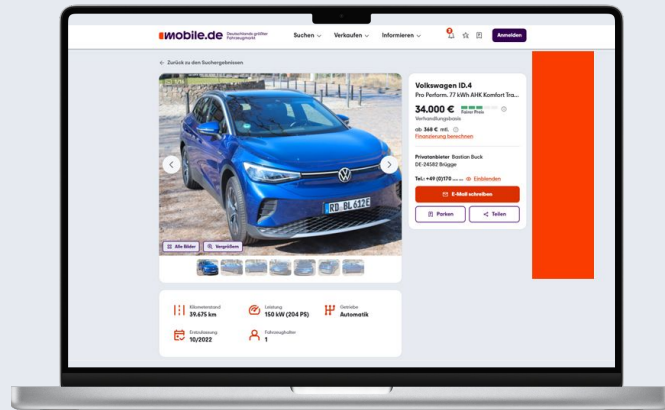


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



*Parameter function

The parameter function offers you the opportunity to transfer large amounts of information from the detailed results page into your advertising communication. For example, you can integrate the vehicle price directly into your advertising material and use it for comparative purposes.

Formats – Medium Rectangle

The advantages of Medium Rectangles

The classic format – medium rectangle – is implemented directly within the content on the right-hand side. This format is particularly trustworthy due to its clear and natural appearance within the content and therefore achieves a high advertising impact.



Data format

JPG, GIF, PNG, Redirect oder HTML 5



Data size

300 x 250 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 100 KB
Automatic reloading: 200 KB

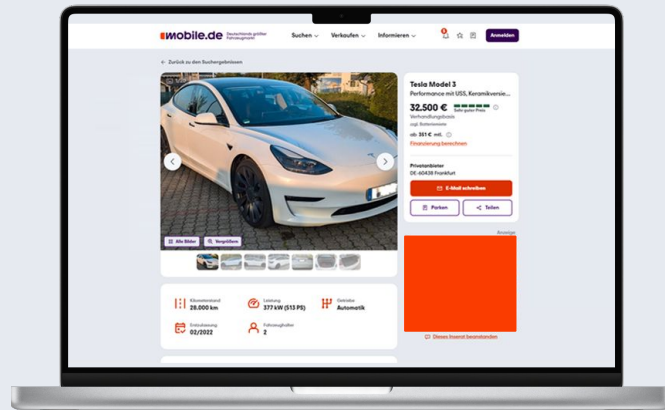


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag






Desktop formats



Formats – IAB Standard Ad Package

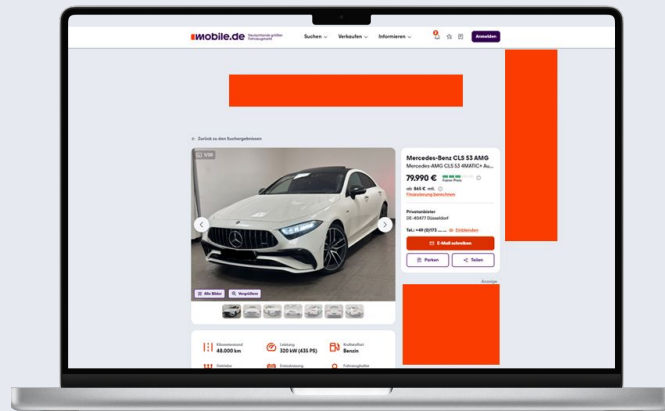
The advantages of IAB Standard Ad Packages

The IAB standard ad package includes the medium rectangle, skyscraper and superbanner. It's a easy booking solution to take advantage of mobile.de's top three advertising formats.

	Data format	JPG, GIF, PNG, Redirect oder HTML 5
	Data size	300 x 250 and 728 x 90 and 120 x 600 or 160 x 600 or 200 x 600 Pixel
	Data weight (Image)	60 KB
	Data weight (Redirect/Tag)	Initial Load: 100 KB/ 150 KB für 300 x 600 Pixel Subload: 200 KB/ 300 KB für 300 x 600 Pixel
	Tracking (optional)	Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag






Desktop formats



Formats – IAB Premium Ad Package

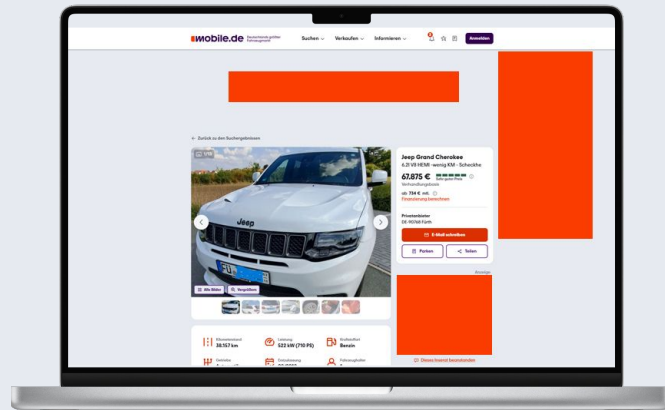
The advantages of IAB Premim Ad Packages

The IAB standard ad package includes the medium rectangle, superbanner and exchanges the skyscraper for the more prominent halfpage ad. Thus you have access to more visual space per view on mobile.de's VIP pages.

	Data format	JPG, GIF, PNG, Redirect oder HTML 5
	Data size	300 x 250 and 728 x 90 and 300 x 600 Pixel
	Data weight (Image)	60 KB
	Data weight (Redirect/Tag)	Initial Load: 100 KB/ 150 KB für 300 x 600 Pixel
		Subload: 200 KB/ 300 KB für 300 x 600 Pixel
	Tracking (optional)	Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



Formats – Hockey Stick

The advantages of Hockeysticks

The hockeystick combines the superbanner and skyscraper into one cohesive advertising slot on our VIP page. Together, these formats create a generous area to display your advertisements.



Data format

JPG, GIF or HTML 5
(only Redirect/Tag!)



Data size

728 x 90 (only mobile.de: or 816 x 90)
and max. 200 x 600 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 150 KB
Automatic reloading: 200 KB

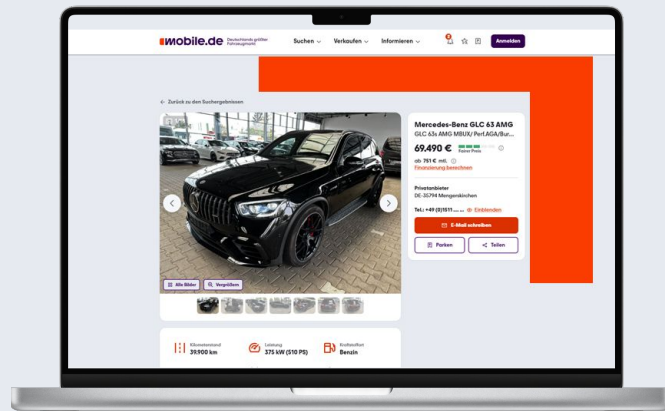


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



Formats – Native Ad

The advantages of Native Ads

With our native ad, your advertisements appear within the listings on the search results page of our vehicle offers. It is very similar in design and placed natively between our listings. Thus, it appears less intrusive and annoying to the users. It is inexpensive to produce and can use several creatives.



Data format

Text + Image (JPG)



Data size

dynamic scaling



Data weight (Image)

40 KB



Data weight (Redirect/Tag)

–

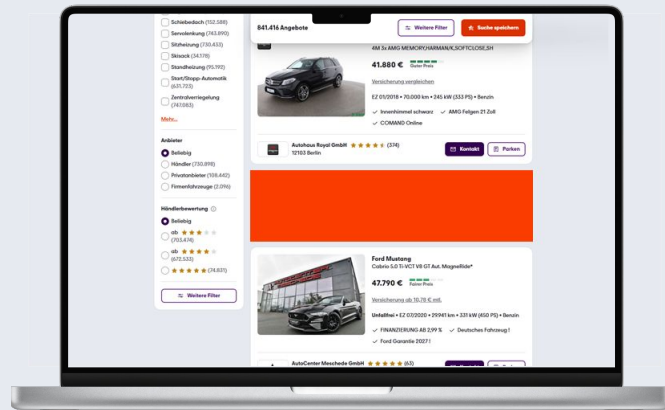


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
Headline: Main text of the ad title maximum 90 characters (our recommendation: 25–50 characters), main text: maximum 90 characters, URL: maximum 25 characters – text with which the advertisement URL or the name is displayed. This URL may differ from the actual landing page.
Image: Aspect ratio of 1.91:1 (landscape format) – the image should fit into the listing of the respective page and must be at least 256x133 pixels and a maximum of 600x312 pixels. Severity: max. 40 KB ; advertiser icon: 24 x 24 pixels, call to action: maximum 15 characters (e.g., learn more, get information now)

Desktop formats



Formats – Billboard

The advantages of Billboards

The hockystick combines the superbanner and skyscraper into one cohesive advertising slot on our VIP page. Together, these formats create a generous area to display your advertisements.



Data format

JPG, GIF, PNG, Redirect oder HTML 5



Data size

728 x 90 (only mobile.de: or 816 x 90)
and max. 200 x 600 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 150 KB
Automatic reloading: 200 KB

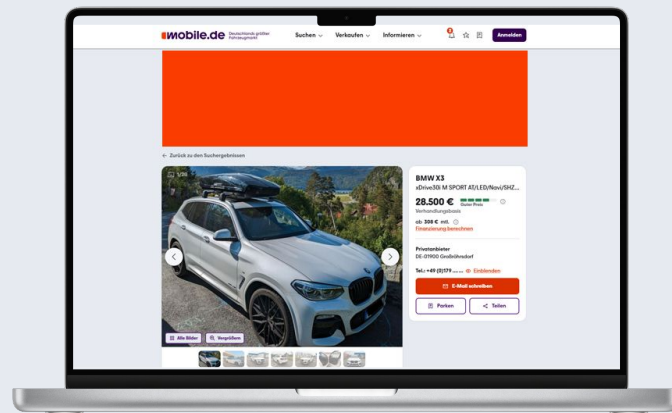


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



Formats – Halfpage Ad

*with parameter function (optional)

The advantages of Halfpage Ads

The halfpaskyscraperge ad is a more substantial version of the classic. It is twice its size and and its placement on the right side of the website content makes it an ideal solution to present your advertisement media.



Data format

JPG, GIF or HTML 5
(only Redirect/Tag!)



Data size

300 x 600 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 150 KB
Subload: 300 KB

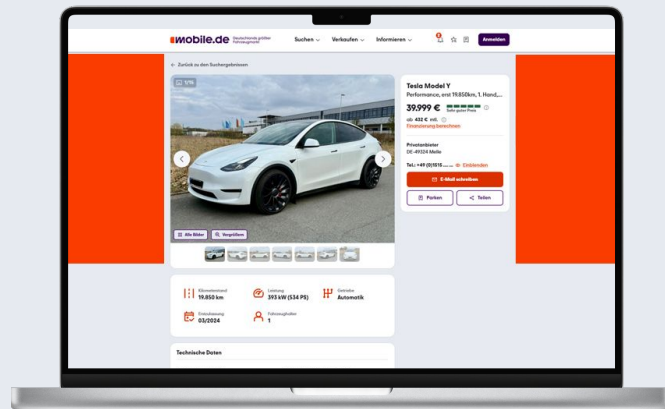


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



*Parameter function

The parameter function offers you the opportunity to transfer large amounts of information from the detailed results page into your advertising communication. For example, you can integrate the vehicle price directly into your advertising material and use it for comparative purposes.

Formats – Double Halfpage

The advantages of Double Halfpage

The double halfpage ad is a more substantial version of the classic skyscraper and occupies the left and right side of the search results and VIP page respectively. It is one of our largest non-specialized ad formats.



Data format

JPG, GIF, PNG, Redirect oder HTML 5



Data size

300 x 600 and 300 x 600 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 150 KB
Automatic reloading: 300 KB

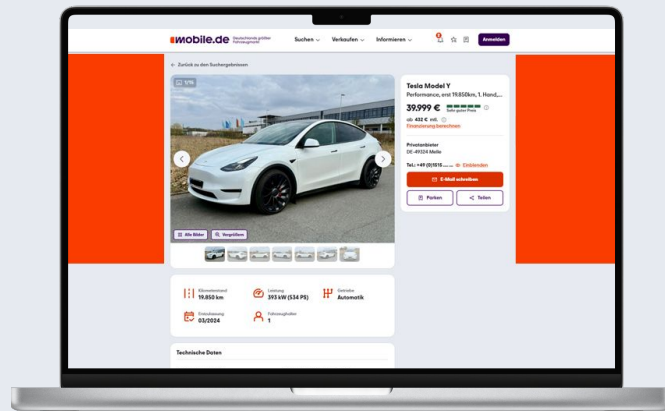


Tracking (optional)

Tracking pixel, ClickCommand

HINWEIS: Alle Bestandteile eines Ads müssen HTTPS kompatibel sein.
HTML 5 Ads können only per Redirect ausgespielt werden. HTML 5 Ads müssen im iFrame ausgespielt werden. Im Redirect/ Tag muss ein Platzhalter für unser Klicktracking vorhanden sein.
WICHTIG: Keine One Tags möglich!

Desktop formats



Formats – Dynamic Sitebar

The advantages of Dynamic Sitebar

The dynamic sitebar on our VIP is directly visible and responsive to display sizes. Furthermore, it is a sticky format and moves while scrolling the webpage, guaranteeing continued visibility. Additionally, it can be a source of high engagement rates due to its functional adaptability.



Data format

only Redirect/Tag



Data size

200 x 600 Pixel, dynamisch skalierend



Data weight (Image)

–



Data weight (Redirect/Tag)

Initial Load: 200 KB

Subload: 400 KB

Nachladen bei Nutzerinteraktion: 2,5 MB

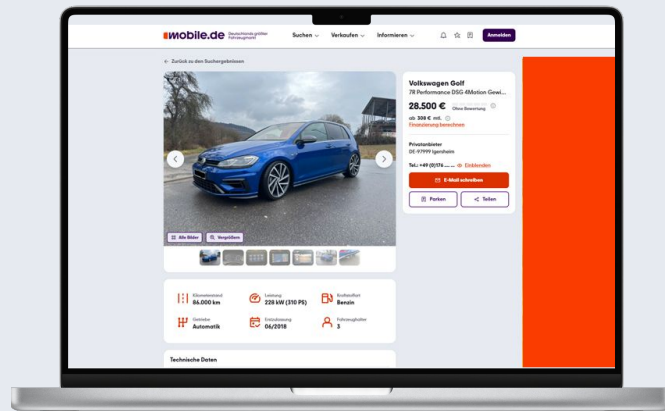


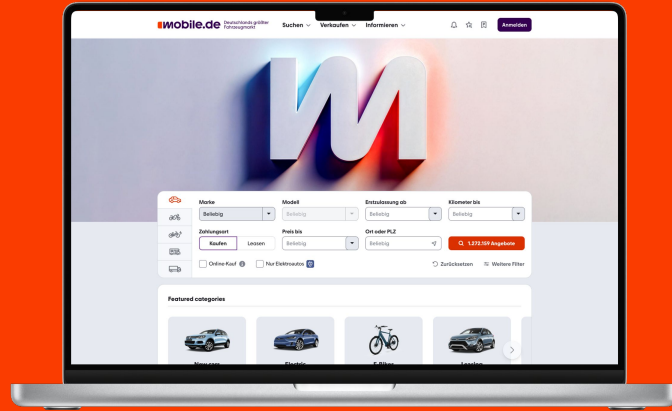
Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats





Special Placing

Formats – Large Inline Banner

The advantages of Large Inline Banner

The large inline banner is an improved version of our regular inline banner. It is almost three times its size and placed in the middle of the search results page between the vehicle listings.



Data format

JPG, GIF, PNG, Redirect oder HTML 5



Data size

728 x 250 Pixel



Data weight (Image)

60 KB



Data weight (Redirect/Tag)

Initial Load: 150 KB
Subload: 300 KB

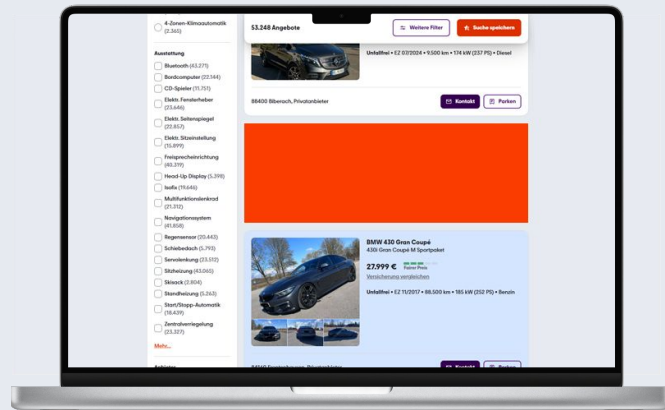


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Desktop formats



Formats – Fireplace Ad Extended

The advantages of Fireplace Ad Extended

Placement matters! Our website uses a centered layout and the fireplace extended ad utilizes the most of our space on the VIP. It combines the the double halfpage ad together with our billboard to maximize advertising space in a very eye-catching manner.



Data format

JPG, GIF or HTML 5
(only Redirect/Tag!)



Data size

300 x 600 + 970 x 250 + 300 x 600 Pixel



Data weight (Image)

60 KB je Element



Data weight (Redirect/Tag)

Initial Load: 150 KB
Subload: 300 KB

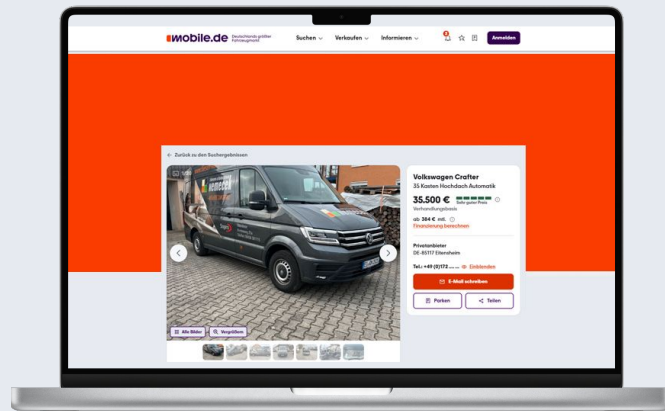


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag






Desktop formats

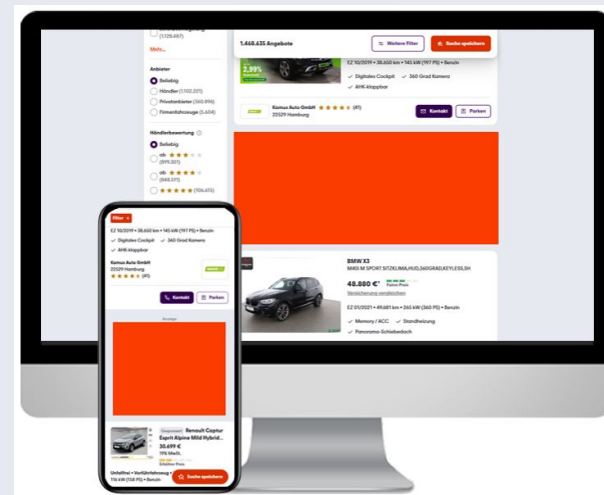


Formats – Premium Listing Ad

The advantages of Premium Listing Ad

Premium Listing Ads on mobile.de offer a prominent, native placement directly on the vehicle search page – ensuring maximum visibility, high click-through rates, and targeted engagement with ready-to-buy users.

	Data format	JPG, GIF and text
	Data size	Image: min. 554x554 Logo: min. 160x160
	Data weight (Image)	Image: max. 150 KB Logo: max. 50 KB
	Data weight (Redirect/Tag)	-
	Tracking (optional)	3rd Party Trackings such as Tracking pixel, or Viewability Pixel



Formats – Brand Portal

The advantages of Brand Portal

The Brand Portal seamlessly integrates your brand into the mobile.de platform, dynamically updated and perfectly tailored to the mobile user experience. This drives higher engagement and deeper interaction with your brand.



Data format

on request



Data size

on request



Data weight (Image)

on request



Data weight (Redirect/Tag)

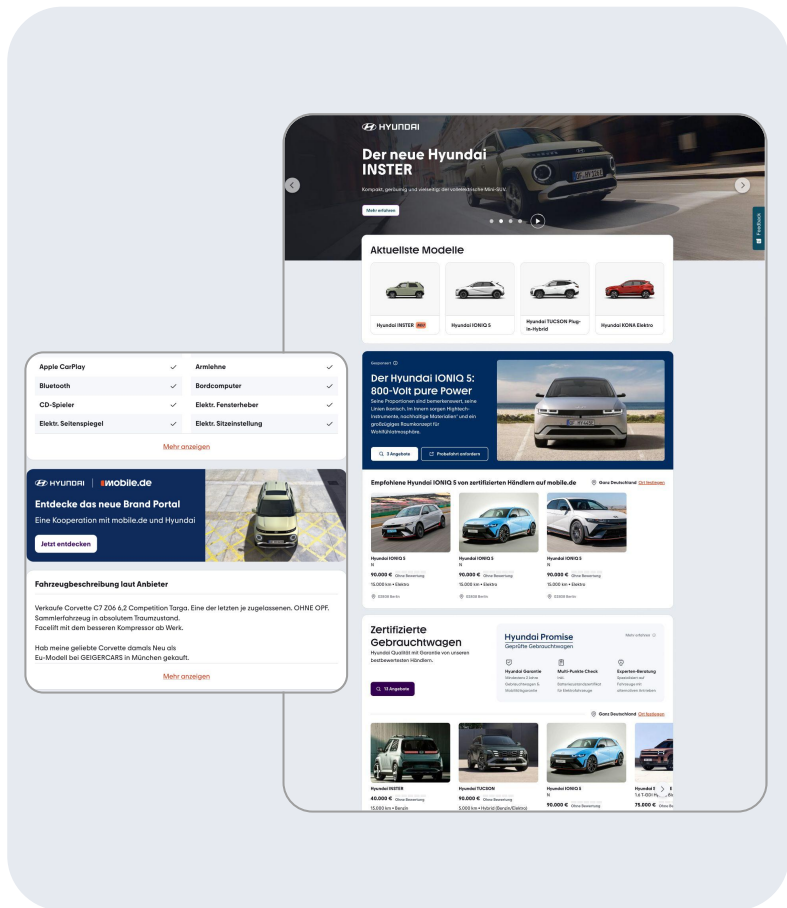
on request



Tracking (optional)

on request






Note: When delivering physical HTML5 advertising material, please pay attention to our information under the link: "HTML5".

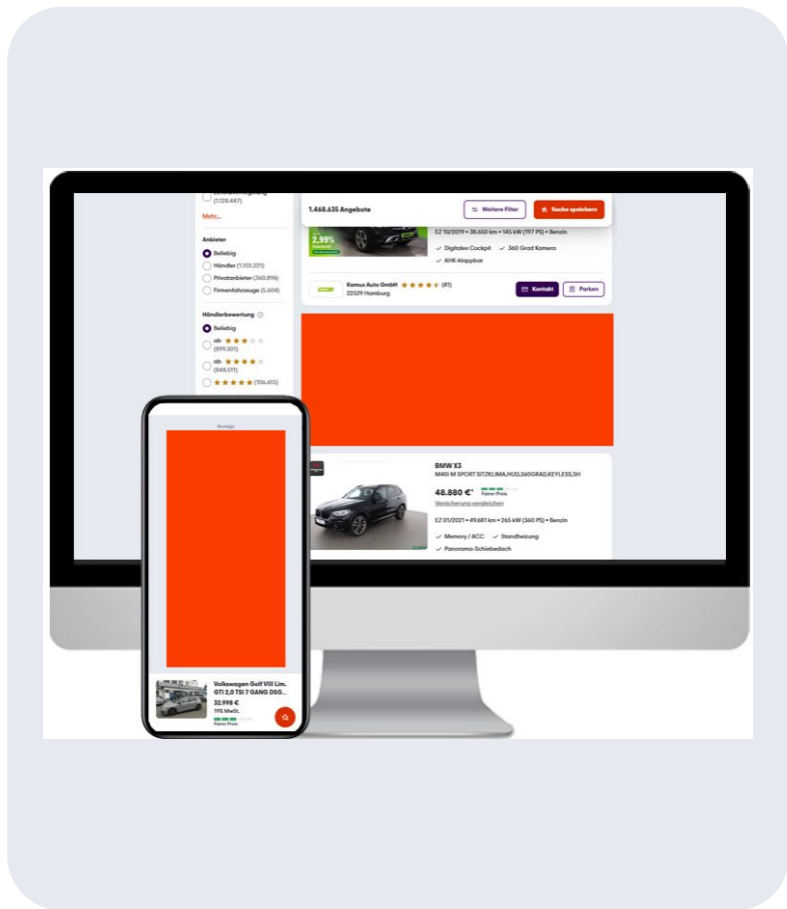


Formats – Showcase Ad

The advantages of Showcase Ad

Our Showcase Ad allows you to feature 3-7 models at once. The native integration directly between our listings enhances user acceptance and, as a result, boosts campaign success.






	Data format	JPG, GIF & text
	Data size	Image: 1x car image + 2 x feature image, ratio 3:2; min. 380x254 Logo: ratio 1:1, min 120x120
	Data weight (Image)	Image: max. 150 KB Logo: max. 50 KB
	Data weight (Redirect/Tag)	-
	Tracking (optional)	3rd Party Trackings such as Tracking pixel, or Viewability Pixel

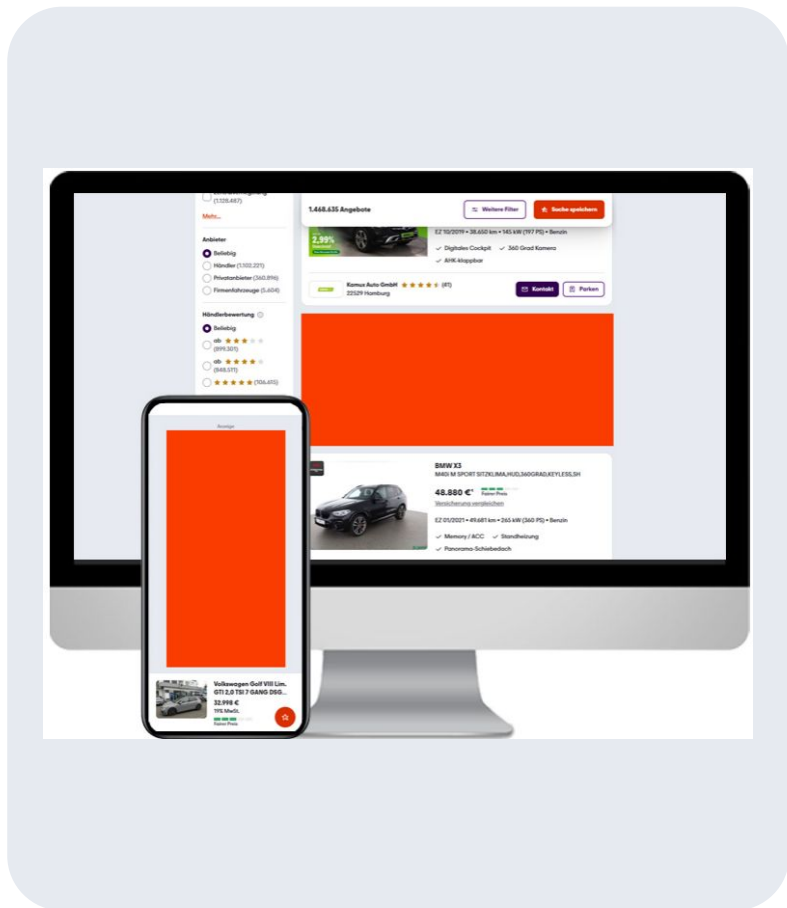


Formats – Feature Ad

The advantages of Feature Ad

The Feature Ad on mobile.de highlights specific models and up to two features – perfect for creative, dynamic campaigns. With cross-platform placement, it ensures maximum visibility and strong brand presence.

	Data format	JPG, GIF & text
	Data size	Image: 1x car image + 2 x feature image, ratio 3:2; min. 380x254 Logo: ratio 1:1, min 120x120
	Data weight (Image)	Image: max. 150 KB Logo: max. 50 KB
	Data weight (Redirect/Tag)	–
	Tracking (optional)	3rd Party Trackings such as Tracking pixel, or Viewability Pixel



Formats – Image Ad

The advantages of Image Ad

A single, powerful image – precise, high-quality, and designed to grab attention.

With the mobile.de Image Ad, showcase existing Meta assets at their best and spark interest in the automotive space.



Data format

PNG, JPG, GIF & Text



Data size

OEM Name: maximal 20 characters,
Titel: maximal 37 characters,
Text: 50-100 characters,
CTA: maximal 20 characters



Data weight (Image)

Image:
Desktop 1:1: min. 555x555 pixels, max. 300KB
Mobile 4:5 ratio: min. 444x555 pixels, max. 300KB
Logo: 100x100 pixels, max. 50 KB



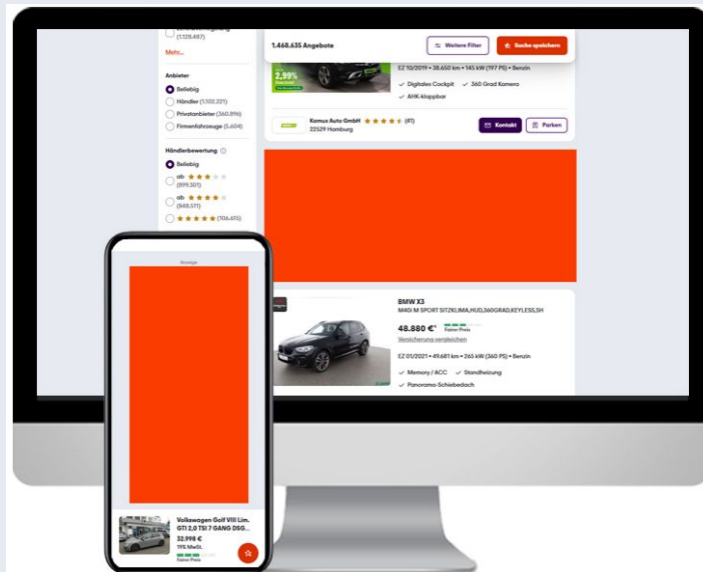
Data weight (Redirect/Tag)

-



Tracking (optional)

Zählpixel, ClickCommand



Formats – Carousel Ad

The advantages of Carousel Ad

With the mobile.de Carousel Ad, showcase multiple high-quality visuals, spotlight individual highlights & generate targeted attention in the automotive space.

Make the most of your existing Meta assets and add variety and momentum to your campaign.



Data format

PNG, JPG, GIF & Text



Data size

OEM Name: maximal 20 charakters,
Titel: maximal 30 charakters,
Text: 50-150 Zeichen, CTA: maximal 20 charakters



Data weight (Image)

Image: 480x480 pixels, max. 200 KB
(3-6 Images)



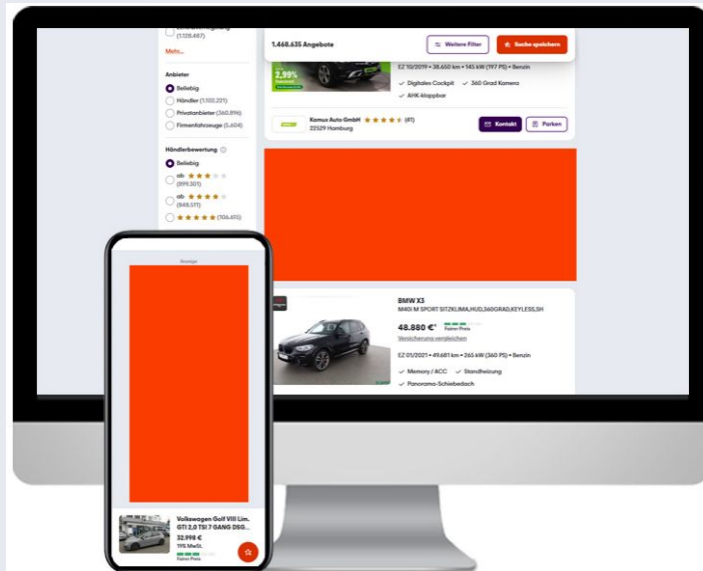
Data weight (Redirect/Tag)

-



Tracking (optional)

Zählpixel, ClickCommand



Formats – Gallery Ad

The advantages of Gallery Ad

Placed as a stand-alone format in the ad gallery – precise in context, premium in impact.

Your brand takes center stage exactly where users are already looking: the images.



Data format

Redirect, HTML5 physical or Image physical
(PNG, JPG, GIF)



Data size

300x250



Data weight (Image)

Image physical: max. 200 KB
HTML5 physical: max. 300 KB pro Asset



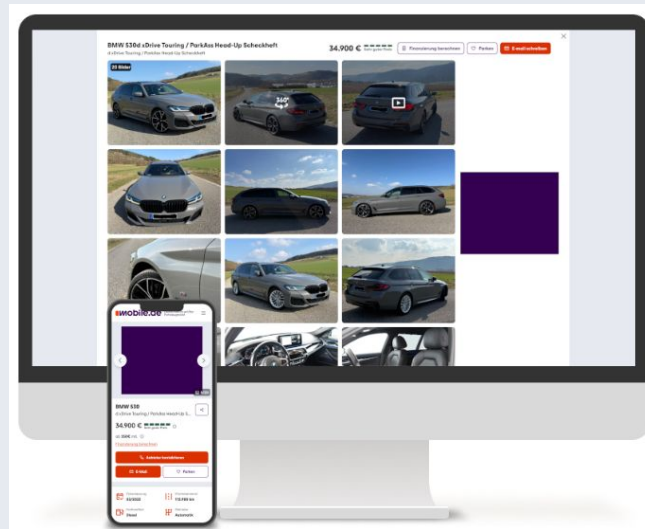
Data weight (Redirect/Tag)

Redirects: max. 200 KB Initialload /
max. 2,5 MB Subload



Tracking (optional)

Zählpixel, ClickCommand



Formats – Listing Brand Stage

Die Vorteile des Listing Brand Stage

Turn the mobile.de search results page into your exclusive brand stage. Own all ad placements in the immediately visible area, dominate the decisive search moment, and put your brand front and center exactly when purchase decisions are being made.



Dateiformat

All parts, besides the billboard, as physical HTML5 possible. Billboard(1010x250): ONLY as AdServer Redirect, Image physical



Dateigröße

300x600 + 1010x250 + 300x600 + 728x250 + 300x250



Dateigewicht (Image)

Image physical: max. 200 KB
HTML5 physical: max. 300 KB pro Asset



Dateigewicht (Redirect/Tag)

Redirects: max. 200 KB Initialload,
max. 2,5 MB Subload

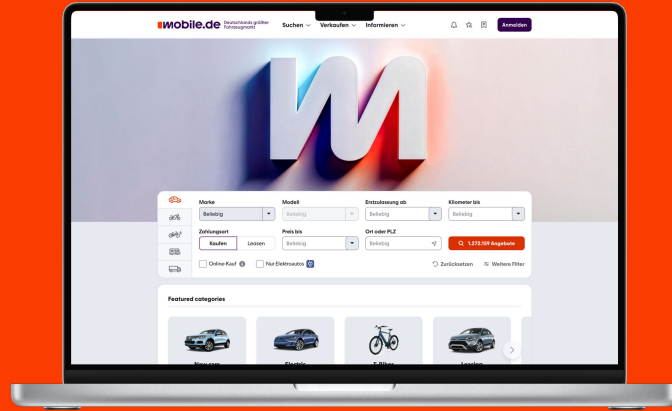


Tracking (optional)

Zählpixel, ClickCommand

The screenshot displays a search results page on mobile.de for Audi A3 models. The top banner features a purple Audi A3 with the text 'Jetzt den VEENYO Roadster erleben.' and 'ab 24.990 €'. Below this, a list of car listings is shown, including '542 Audi A3 Angebote', 'Audi A3', '209 € mtl.', and '226 € mtl.'. The page is branded with 'VEENYO' and 'Der neue VEENYO Roadster ab 24.990 €'.

The illustration may differ from the final advertising material/placement; the description of services in the quotation/contract shall prevail.



Homepage Special

Formats – Cross Device Homepage Event Kombi

The advantages of Cross Device Homepage Event Kombi

Take center stage on mobile.de with our combined homepage takeover event for desktop, mobile and app. This product enables you to use our complete homepage portfolio exclusively for 24 hours and can be customized for further functionality.



Data format

JPG, GIF or HTML 5
(only Redirect/Tag!)



Data size

1614 x 480 and 509 x 192 Pixel



Data weight (Image)

200 KB je Element



Data weight (Redirect/Tag)

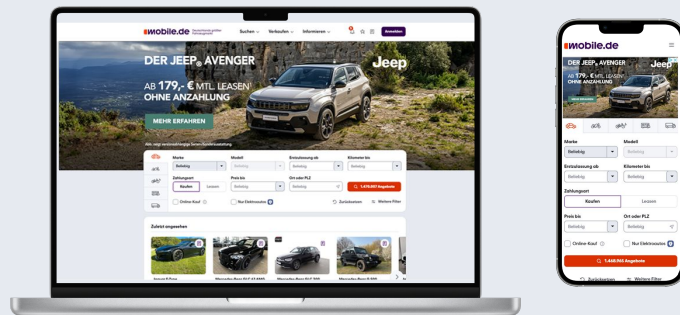
Initial Load: 150 KB
Automatic reloading: 200 KB



Tracking (optional)

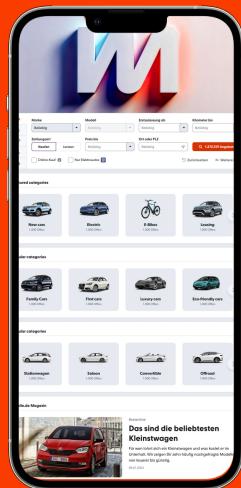
Tracking pixel, ClickCommand

HINWEIS: Alle Bestandteile eines Ads müssen HTTPS kompatibel sein.
Headline: Haupttext des Anzeigentitels maximal 90 Zeichen (unsere Empfehlung: 25-50 Zeichen) Haupttext: Maximal 90 Zeichen URL: Maximal 25 Zeichen - Text, mit dem die Advertiser URL oder der Name angezeigt wird. Diese URL kann sich von der tatsächlichen Landingpage unterscheiden Beispiel: Display URL bzw. Advertiser Name: Mobile.de/Native bzw. Mobile Advertising Landingpage URL:
<http://advertising.mobile.de/werbemoglichkeiten/> Bild: Pagenverhältnis von 1,91 : 1 (Querformat) - das Bild sollte sich in das Listing der jeweiligen Page einfügen und muss mindestens 256x133 Pixel und max. 600x312 Pixel groß sein. Schwere: max. 40 KB' Call to Action: Maximal 15 Zeichen (Bsp.: Mehr erfahren, Jetzt informieren)



*Parameter function

The parameter function offers you the opportunity to transfer large amounts of information from the detailed results page into your advertising communication. For example, you can integrate the vehicle price directly into your advertising material and use it for comparative purposes.



Mobile

Formats – Swipe Ad

The advantages of Swipe Ads

With our swipe ad you can now use a creative and interactive advertising medium. The users can have several creatives displayed to them and can cycle through them by swiping between them. You can choose between two and up to five creatives to depict different facets of your product or service.



Data format

JPG, PNG, GIF



Data size

600x500 Pixel



Data weight (Image)

100 KB



Data weight (Redirect/Tag)

-

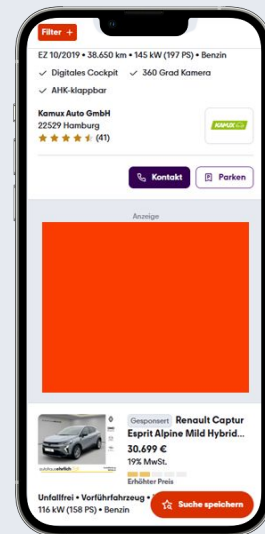


Tracking (optional)

Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.
HTML 5 ads can only be displayed via redirect. HTML 5 ads must be displayed in the iFrame. A placeholder for our click tracking must be available in the redirect / tag

Mobile formats



Formats – Targeted Interstitial

The advantages of Targeted Interstitial

With our targeted interstitial for iPhone, android and the mobile version, you can use our sophisticated targeting to place your advertising message with utmost efficiency. As soon as users entered your desired search parameters, your advertising message will appear and occupy their entire screen.



Data format

JPG, GIF oder PNG



Data size

320 x 480 Pixel



Data weight (Image)

max. 300 KB



Data weight (Redirect/Tag)

-



Tracking (optional)

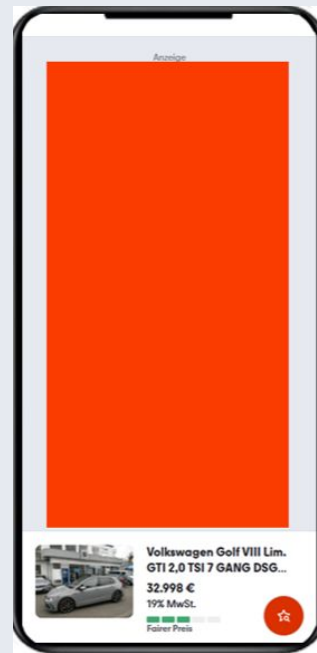
Tracking pixel, ClickCommand

NOTE: All components of an ad must be HTTPS compatible.

A placeholder for our click tracking must be available in the redirect / tag

The advertising material must not have a close button. The advertising material may only be available as a physical image

Mobile formats



Thank
you

