

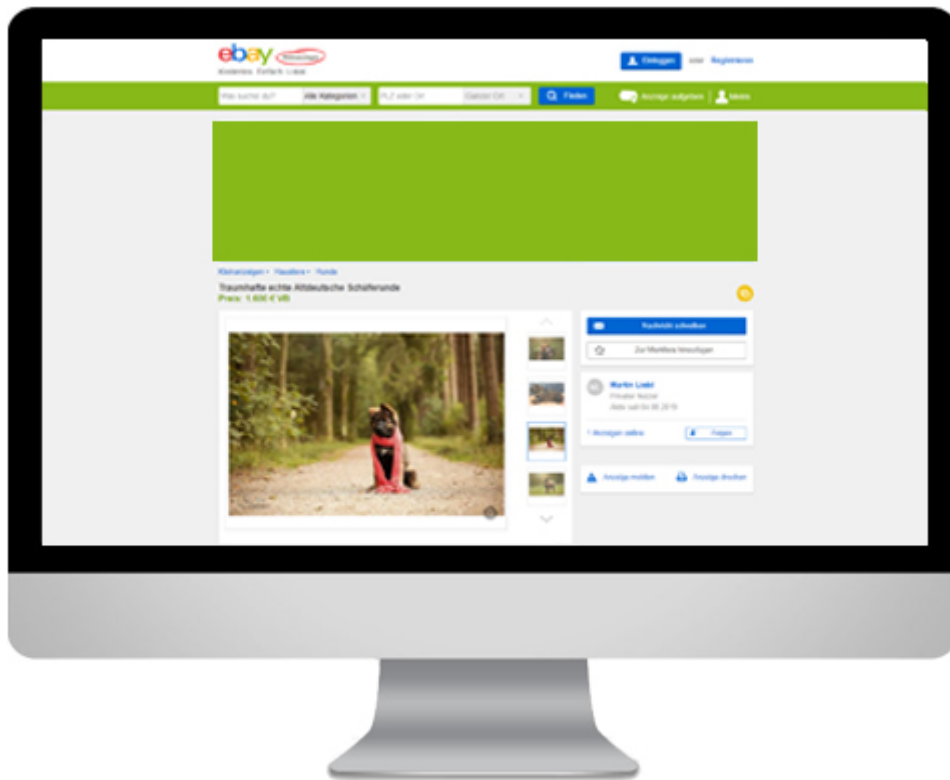
# ADVERTISING- SPECIFICATION

eBayK.de Billboard Ad

Contact: eBay Kleinanzeigen Advertising, E-Mail: [advengers@ebay.com](mailto:advengers@ebay.com)

<b>Advertising media</b>	Billboard Ad
<b>Creative size</b>	800x250 or 970x250
<b>Image size</b>	60 KB
<b>Redirect/Tag size</b>	Initial Load: 150KB Subload: 300 KB
<b>File format</b>	JPG, GIF or HTML 5 (only Redirect/Tag!)
<b>Tracking optional</b>	
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.
<b>Notes</b>	HTML 5 Ads can only be trafficked through a redirect. HTML 5 Ads must be trafficked in an Iframe. The Redirect/ Tag must contain a placeholder for our click tracking.

<b>Notes to homepage/layer/parameter</b>	- / -
<b>Handling time</b>	Delivery at least 3 days prior to campaign start.
<b>E-Mail</b>	advengers@ebay.com
<b>HTML5 Guideline</b>	<a href="#">BVDW_OVK_HTML5_Richtlinie</a>



#### Description

The Billboard is one of our absolute premium formats. It appears at the top of the page and is immediately visible as it appears directly under the eBay classifieds header.

#### Visualisation example

<https://advertising.ebay-kleinanzeigen.de/blog/showroom/billboard/>