

# ADVERTISING- SPECIFICATION

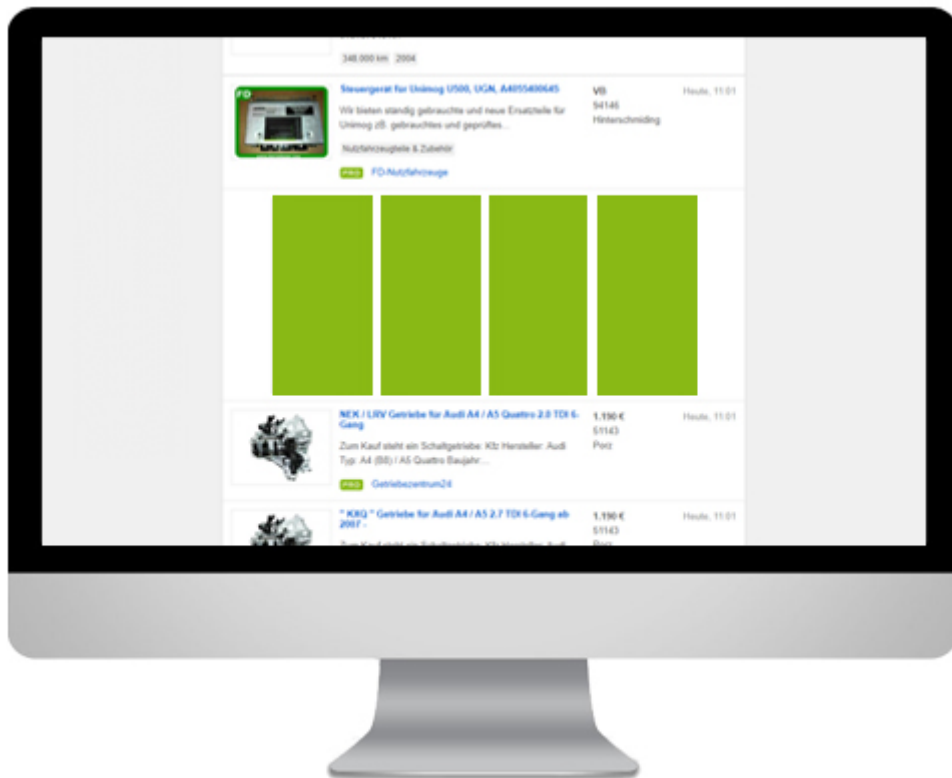
eBayK.de Catalog Ad

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

<b>Advertising media</b>	Catalog Ad
<b>Creative size</b>	scaling dynamically
<b>Image size</b>	40 KB
<b>Redirect/Tag size</b>	
<b>File format</b>	Text + Picture (JPG)
<b>Tracking optional</b>	
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.
<b>Notes</b>	<p><b>Attention: the character limitations apply to each motive! You can create up to 4 motives (tiles)</b></p> <p><b>Headline:</b> Main text of the ad title maximum 35 characters</p> <p><b>Main text:</b> Maximum 20 characters</p> <p><b>Advertiser:</b> Maximum 60 characters</p> <p><b>Picture:</b> 140 x 140 Pixel; Logo: 128 x 128 Pixel</p> <p><b>Price:</b> Maximum 10 characters</p> <p><b>Call to Action:</b> Maximum 20 characters (exp.: Buy now, Inform now)</p>

**Notes to homepage/layer/parameter**

<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**

Our Catalog Ad is being displayed on the search results page within the listings. This advertising medium can display up to 4 motives (tiles). This makes it easy to put four different products in one advertising medium.

**Visualisation example**

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