

# ADVERTISING- SPECIFICATION

eBayK.de IAB Standard Ad Package

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

<b>Advertising media</b>	IAB Standard Ad Package
<b>Creative size</b>	300x250 and 728x90 and 120x600 or 160x600 or 200x600
<b>Image size</b>	60 KB
<b>Redirect/Tag size</b>	Initial Load: 100KB Subload: 200 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

Visualisation example