

ADVERTISING- SPECIFICATION

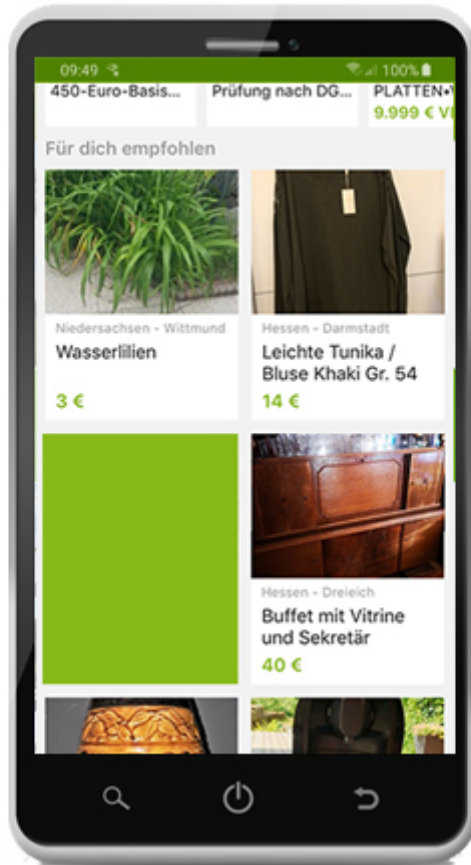
eBayK.de (Mobile) In-Feed Ad

Contact: eBay Kleinanzeigen Advertising, E-Mail: advengers@ebay.com

Advertising media	In-Feed Ad
Creative size	scaling dynamically
Image size	40 KB
Redirect/Tag size	
File format	Text + Picture (JPG)
Tracking optional	
HTTPS	All components of the ad must be HTTPS compatible.
Notes	<p>Headline: Main text of the ad title maximum 90 characters (our recommendation: 25-50 characters)</p> <p>Main text: Maximum 90 characters</p> <p>URL: Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page</p> <p>For example: Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: http://advertising.mobile.de/werbemoeglichkeiten/</p> <p>Image: Aspect ratio of 1,91 : 1 (Landscape) - the image should be in the listing of the respective page and must be at least 256x133 Pixel and maximum 600x312 Pixel large. Weight: max. 40 KB</p> <p>Call to Action: Maximum of 15 characters (for expample: Learn more)</p> <p>Note: only available in our Apps (IOS and Android)</p>

Notes to homepage/layer/parameter

Handling time	Delivery at least 3 days prior to campaign start
E-Mail	advengers@ebay.com
HTML5 Guideline	BVDW_OVK_HTML5_Richtlinie



Description

With our in-feed ad you have the possibility to place your advertising ad prominently on the home page of our Android and IOS app. Your advertisement appears in the form of a tile directly in the visible area of the user.

Visualisation example

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