

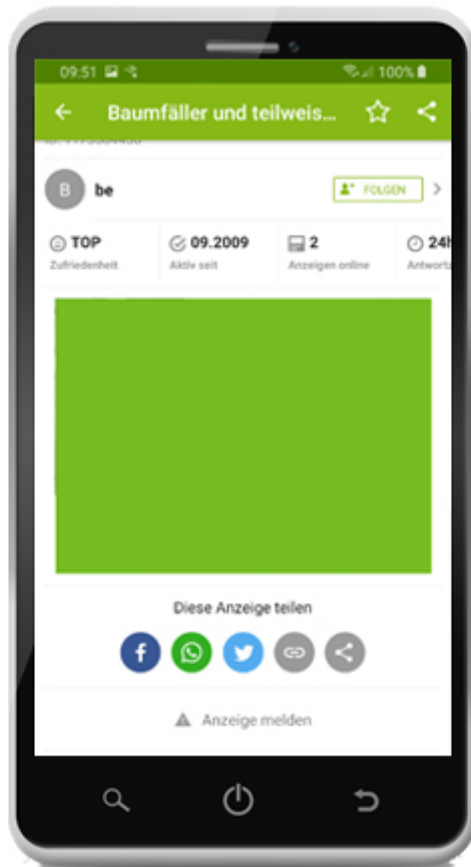
# ADVERTISING- SPECIFICATION

eBayK.de (Mobile) Medium Rectangle

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

<b>Advertising media</b>	Medium Rectangle
<b>Creative size</b>	300x250 and optional 600x500(Retina)
<b>Image size</b>	40 KB
<b>Redirect/Tag size</b>	Initial load: 50KB Automatic reload: 150 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 classic Medium Rectangle (or Content Ad) is a standard among the advertising formats. It is implemented directly on the right side of the content. Due to its proximity to the content of the website, this format has a particularly trusting effect and thus achieves a high advertising effect.

**Visualisation example**

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