

ADVERTISING- SPECIFICATION

eBayK.de Native Ad

Contact: eBayK.de Advertising, Ad & Account Management, E-Mail: werbemittel@advertising.mobile.de

Advertising media	Native 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/werbemoelichkeiten/</p> <p>Image: Aspect ratio of 4:3 - the image should be in the listing of the respective page and must be at least 300x225 Pixel and maximum 600x450 Pixel large. Weight: max. 40 KB</p> <p>Call to Action: Maximum of 15 characters (for example: Learn more)</p>

Notes to homepage/layer/parameter

Handling time Delivery at least 3 days prior to campaign start

E-Mail werbemittel@advertising.mobile.de

HTML5 Guideline [BVDW OVK HTML5 Richtlinie](#)



Description

With our Native Ad, your advertising message appears directly between the advertisements on the search results page of our stationary offers. Since it is very similar to organic advertisements, this placement is perceived as not very invasive. Due to the cost-effective production, several ads can be produced and tested.

Visualisation example

<https://advertising.mobile.de/showroom/detail/native-ad#ebay-kleinanzeige>