

ADVERTISING- SPECIFICATION

mobile.de Homepage Event

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

Advertising media	Homepage Event	Notes to homepage/layer/parameter	The homepage event will be adjusted to the screen size.
Creative size	1614x480		
Image size	200 KB		Note: The full size cannot always be used due to the searchbar and the different screen sizes. All relevant content must be integrated in the guaranteed visible range of 978x364 pixels (see visualisation).
Redirect/Tag size	Initial Load: 300 KB Subload: 2,5 MB		Sound only after user interaction.
File format	HTML5 (redirect/tag or ZIP) or image (JPG or GIF)	Handling time	Delivery at least 3 days prior to campaign start
Tracking optional		E-Mail	werbemittel@advertising.mobile.de
HTTPS	All components of the ad must be HTTPS compatible.	HTML5 Guideline	BVDW OVK HTML5 Guideline
Notes	HTML5 redirect tags have to be trafficked in an iframe. The redirect have to contain an placeholder for our click tracking macro. HTML5 physical - assets specifications (ZIP, max 300 KB): https://advertising.mobile.de/fileadmin/user_upload/HTML5-Specs-EN.pdf		



Description

The desktop Homepage Event is a premium placement on our mobile.de homepage. With 1614x480 pixels your creation has a lot of space.

Visualisation example

<https://advertising.mobile.de/showroom/detail/billboard-homepage-takeover>