

# ADVERTISING- SPECIFICATION

mobile.de Homepage Event

Contact: mobile.de Advertising, Ad & Account Management, E-Mail: [werbemittel@advertising.mobile.de](mailto:werbemittel@advertising.mobile.de)

<b>Advertising media</b>	Homepage Event	<b>Notes to homepage/layer/parameter</b>	The homepage event will be adjusted to the screen size.
<b>Creative size</b>	1614x480		
<b>Image size</b>	200 KB		<b>Note:</b> 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 <b>978x364</b> pixels (see visualisation).
<b>Redirect/Tag size</b>	Initial Load: 300 KB Subload: 2,5 MB		Sound only after user interaction.
<b>File format</b>	HTML5 (redirect/tag or ZIP) or image (JPG or GIF)	<b>Handling time</b>	Delivery at least 3 days prior to campaign start
<b>Tracking optional</b>		<b>E-Mail</b>	werbemittel@advertising.mobile.de
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.	<b>HTML5 Guideline</b>	<a href="#">BVDW OVK HTML5 Guideline</a>
<b>Notes</b>	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:  <a href="https://advertising.mobile.de/fileadmin/user_upload/HTML5-Specs-EN.pdf">https://advertising.mobile.de/fileadmin/user_upload/HTML5-Specs-EN.pdf</a>		



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>