Technical Specifications AutoScout24

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Media

1. Formats

Overview Formats

Product	Devices	Technical information
Leaderboard	Desktop, Tablet	728x90 px | max. 150 KB initial[1] | GIF/JPG
Boost Board	Desktop, Tablet & App	728x90 px or 728x300 px or 800x250 px & 300x250 px or 320x100 px | max. 150 KB initial[1] | GIF/JPG
Medium Rectangle	Desktop, Tablet	300x250 px | max. 150 KB initial[1] | GIF/JPG
Skyscraper (Sticky Sky)	Desktop, Tablet	120x600 px or 160x600 | max. 150 KB initial[1] | GIF/JPG
Halfpage	Desktop, Tablet	300x600 px | max. 150 KB initial[1] | GIF/JPG
Native	Desktop, Tablet & App	**Image:** 852x640 px | max. 40 KB | GIF/JPG/PNG (safety area: 822x540 px) **Logo:** 160x80 px | max. 10 KB | JPG/PNG **Headline:** max. 35 characters | **Text:** max. 44 characters | **CtA:** max. 20 characters
Native Carousel	Desktop, Tablet & App	**Image**: 750x652 px (4:3) | max. 80 KB[1] | JPG **Logo**: 120x100 px | max. 20 KB | JPG/PNG **Creative headline**: max. 23 characters | **Tile headline**: max. 31 characters each | Tile description: max. 34 characters each | **CtA**: max. 20 characters
Superbranding (Privilege feature)	Desktop, Tablet & App	**Dealer Homepage Header:** 1100x430 px | max. 80 KB[1] | JPG/PNG **Logo**: 130x139 px | max. 20 KB | JPG/PNG **Picture of Sales representative**: 72x72 px | max. 20 KB | JPG/PNG **Picture of Showroom**: 722x514 px | max. 150 KB | JPG/PNG

1) Max. 2 MB subload,

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Leaderboard
The classic one in online advertising
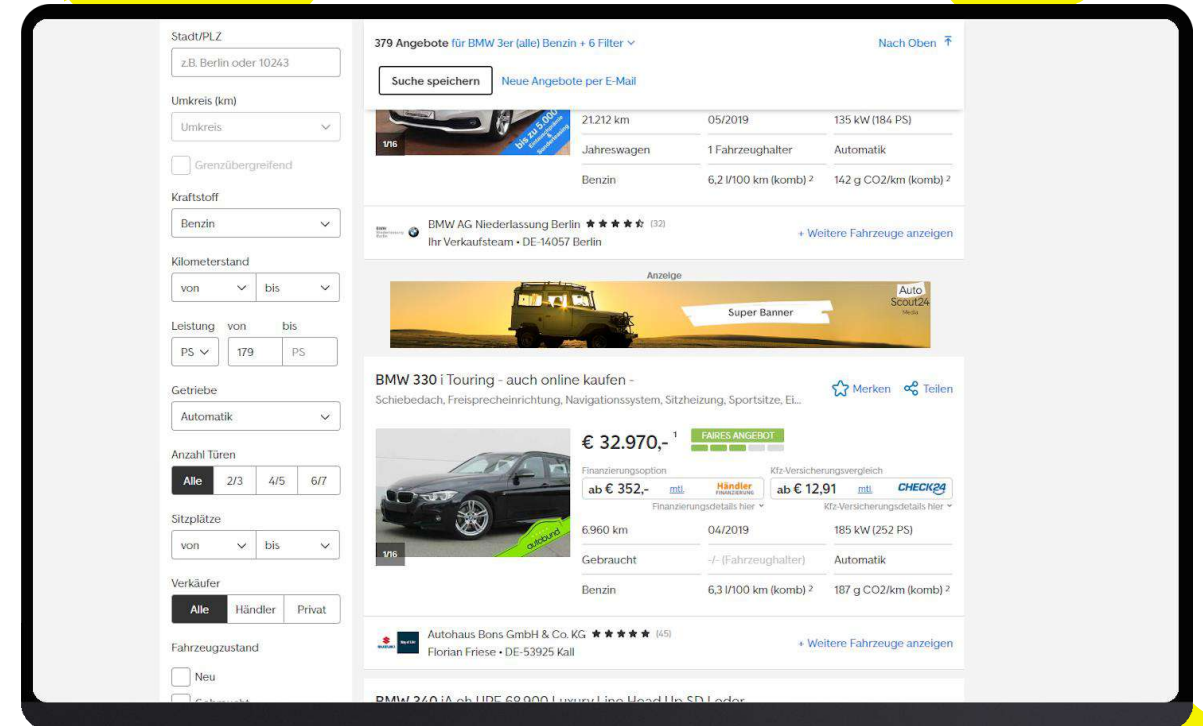
Description

The Leaderboard is one of the classic standard formats. It is characterized especially by its elongated format.

Devices

– Desktop, tablet

Technical information

– Dimensions: 728x90 px

– File size: max. 150 KB initial[1]

– GIF/JPG

1) Max. 2 MB subload,

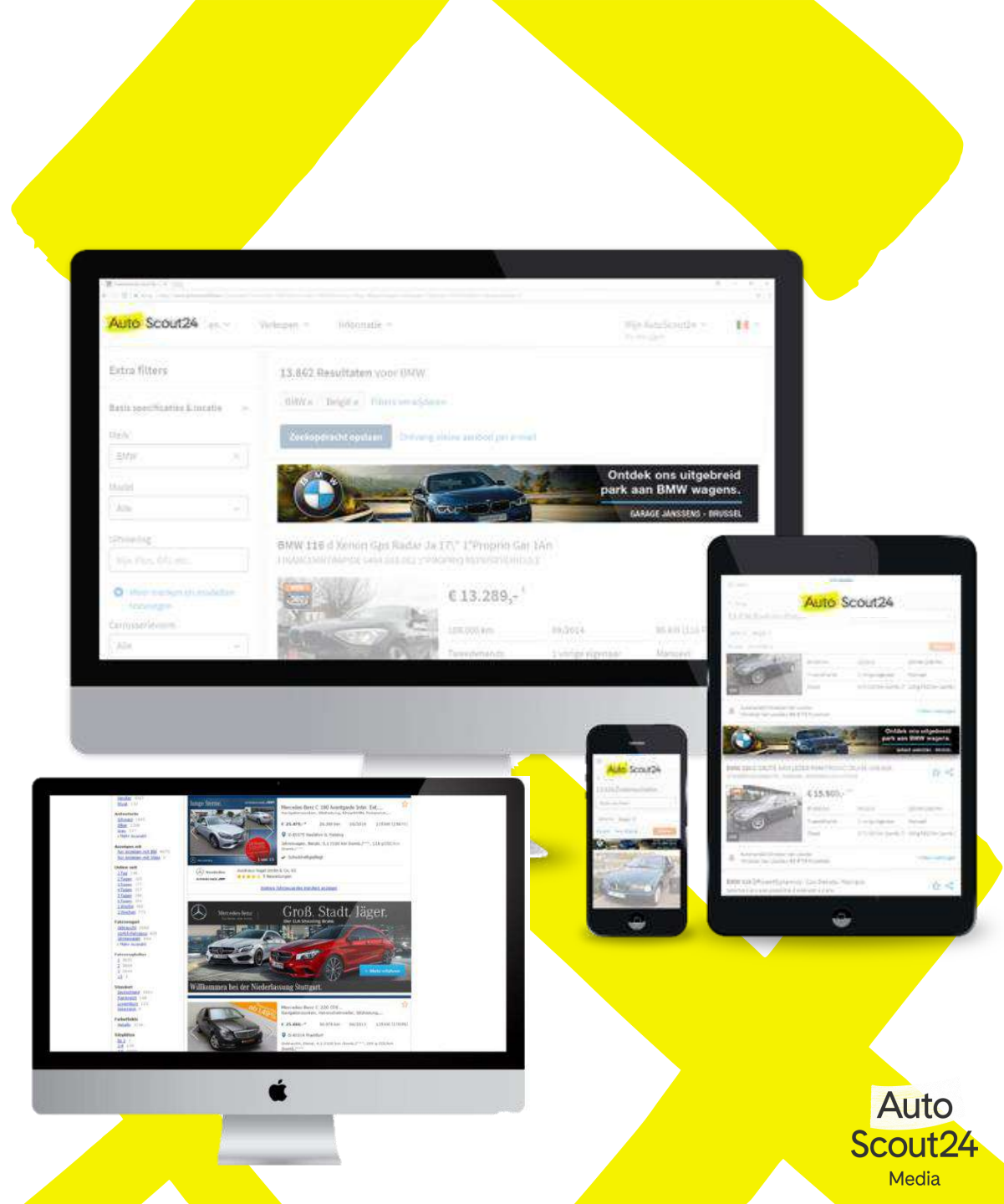# Boost Board
The classic one in online advertising

Description

The Boost board is one of the classic standard formats. It is characterized especially by its elongated format.

Devices

– Desktop, tablet & App

Technical information

– Dimensions Desktop/ Tablet: 728x90 px or 728x300 px or 800x250 px

– Dimensions App : 320x100 px or 300x250 px

– File size: max. 150 KB initial[1]

– GIF/JPG

1) Max. 2 MB subload,

Medium Rectangle
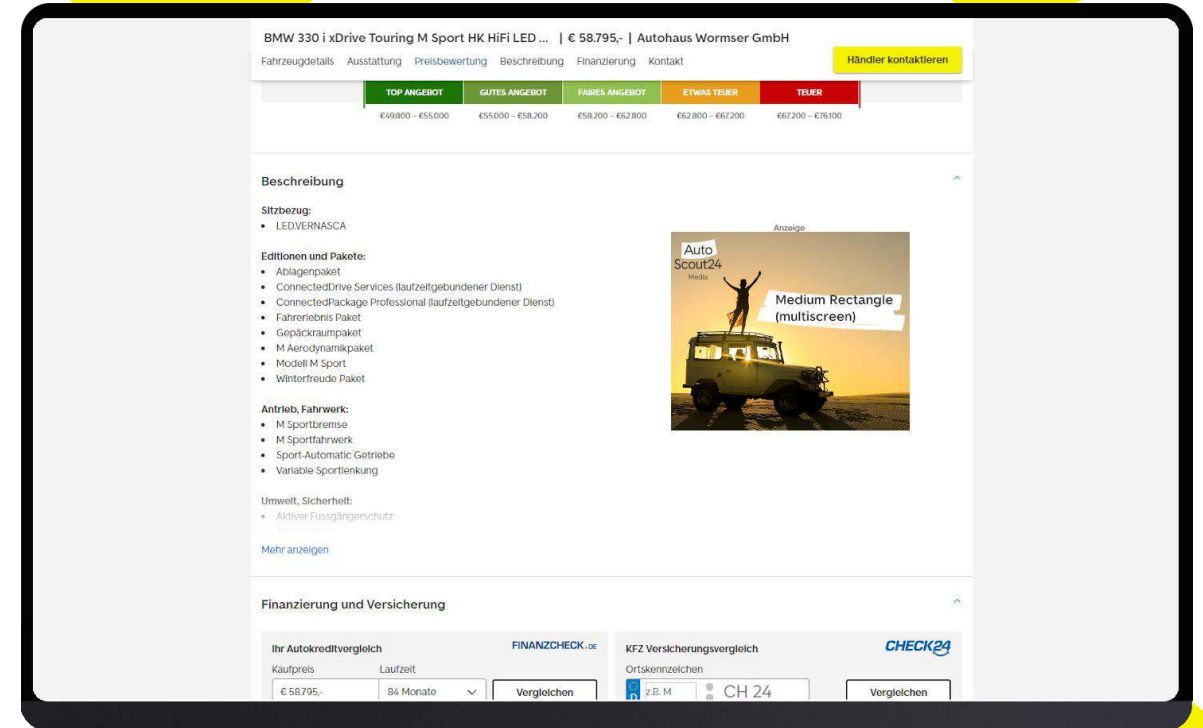## Prominent placement close to the content

Description

The Medium Rectangle is one of the classic standard formats. It is characterized by its compact, almost square dimensions.

Devices

– Desktop, tablet

Technical information

– Dimensions: 300x250 px

– File size: max. 150 KB initial[1]

– File format: GIF/JPG

1) Max. 2 MB subload,

Skyscraper (Sticky Sky)
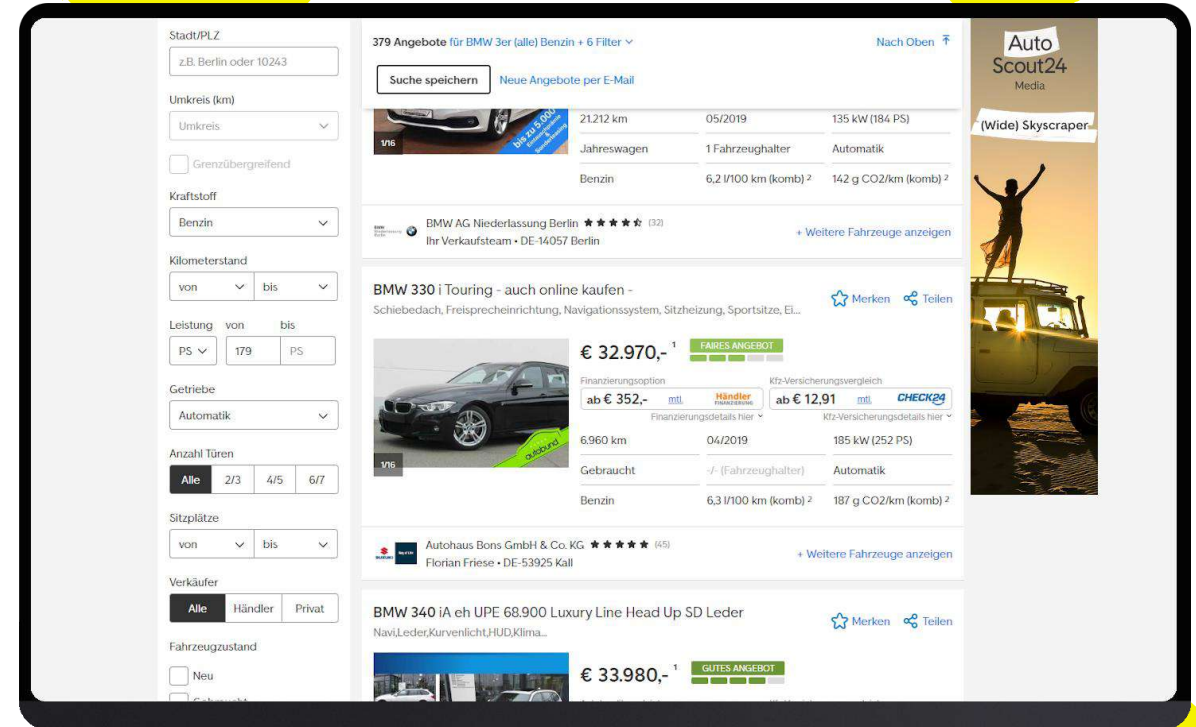## Always in view of the user

Description

The Skyscraper is one of the classic standard formats. It is characterized by its portrait format and remains sticky up to a certain scroll depth.

Devices

– Desktop, tablet

Technical information

– Dimensions: 120x600px or 160x600 px

– File size: max. 150 KB initial[1]

– File format: GIF/JPG

1) Max. 2 MB subload,

Halfpage
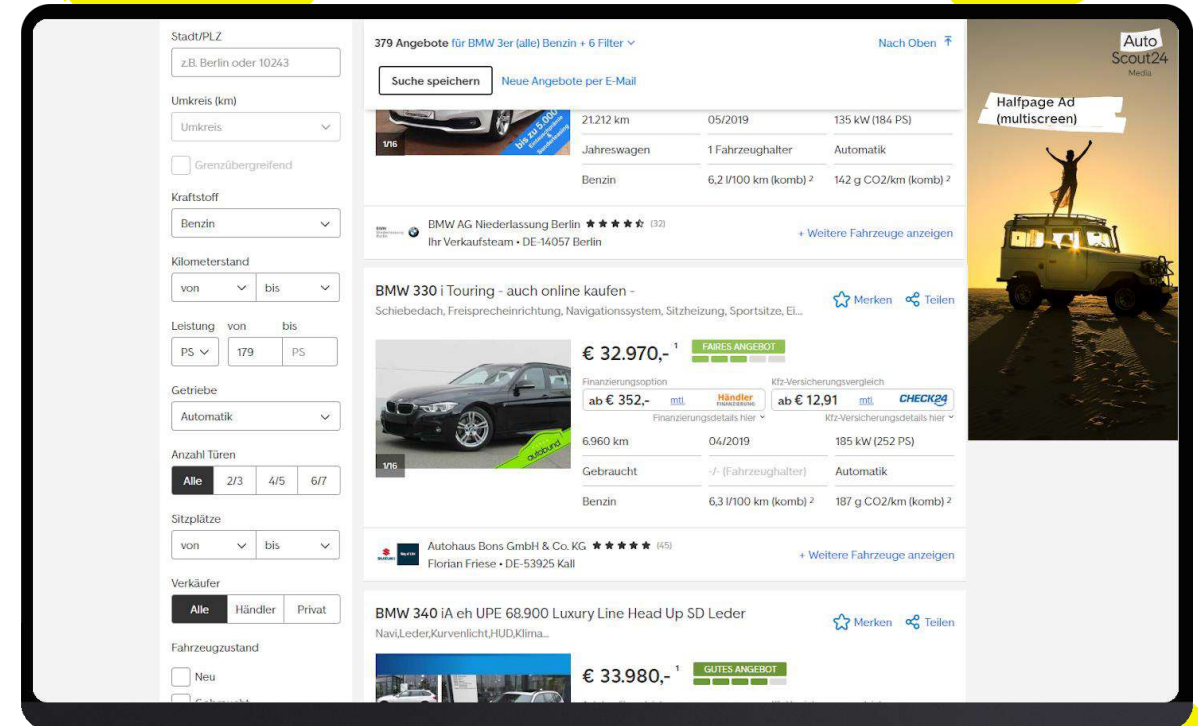## Advertising vertically staged

Description

The standard format Halfpage is characterized by its wide portrait format and remains sticky to a certain scrolling depth.

Devices

– Desktop, tablet

Technical information

– Dimensions: 300x600 px

– File size: max. 150 KB initial[1]

– File format: GIF/JPG

1) Max. 2 MB subload,

Native
In the look & feel of the resultlist

Description

The special format Native is a combination of image and text in the look and feel of the listing and fits smoothly into the listpage.
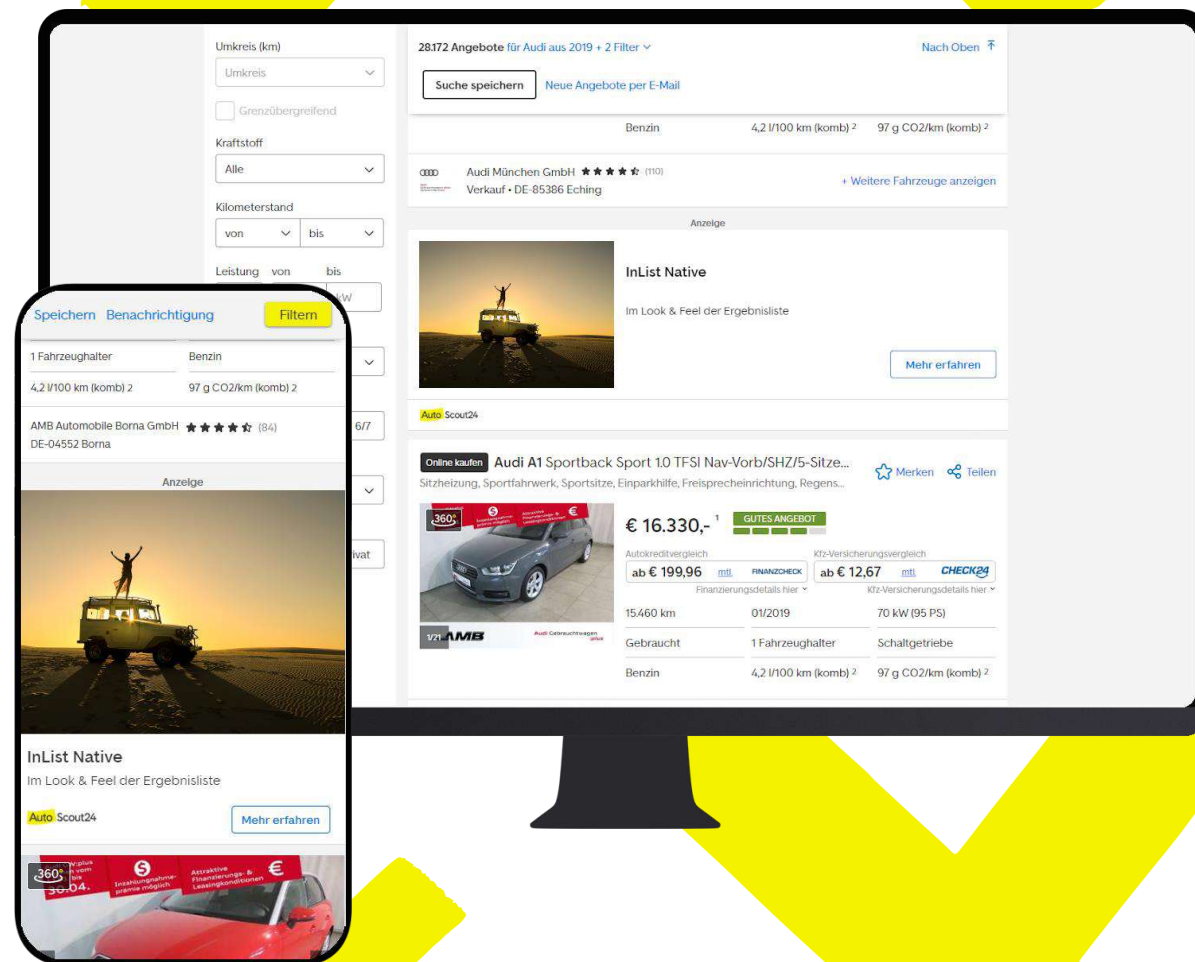
Additional notes

– Text, logo or animation within the image is not allowed

Devices

– Desktop, tablet & App

Technical information

– Image: 852x640 px | max. 40 KB | GIF/JPG/PNG (safety area: 822x540 px)

– Logo: 160x80 px | max. 10 KB | JPG/PNG

– Headline: max. 35 characters | Text: max. 44 characters | CtA: max. 20 characters

See also General Information

Native Carousel
Brand staged in a variety of ways

Description

The special advertising format Native Carousel consists of four different tiles (image-text teaser), which rotate automatically and based on user interaction.
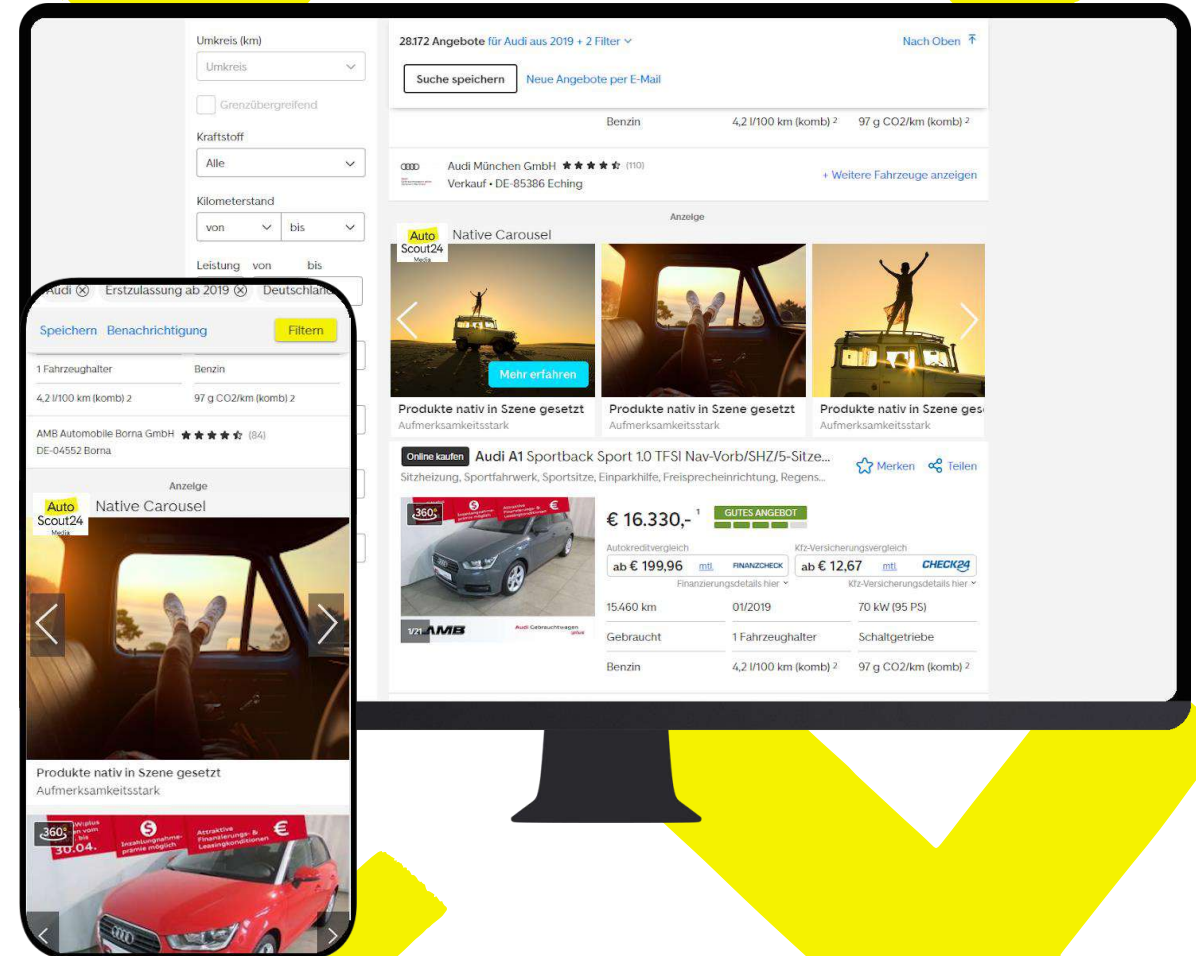
Additional notes

– Text or logo within the image is not allowed

Devices

– Desktop, tablet & App

Technical information

– Image: 750x652 px (4:3) | max. 80 KB[1] | JPG

– Logo: 120x100 px | max. 20 KB | JPG/PNG

– Creative headline: max. 23 characters | Tile headline: max. 31 characters each | Tile description: max. 34 characters each | CtA: max. 20 characters

1) Per image
See also General Information

Superbranding
Privilege Feature

Description

SuperBranding proposition should help dealers to signal their brand and trust on the marketplace.
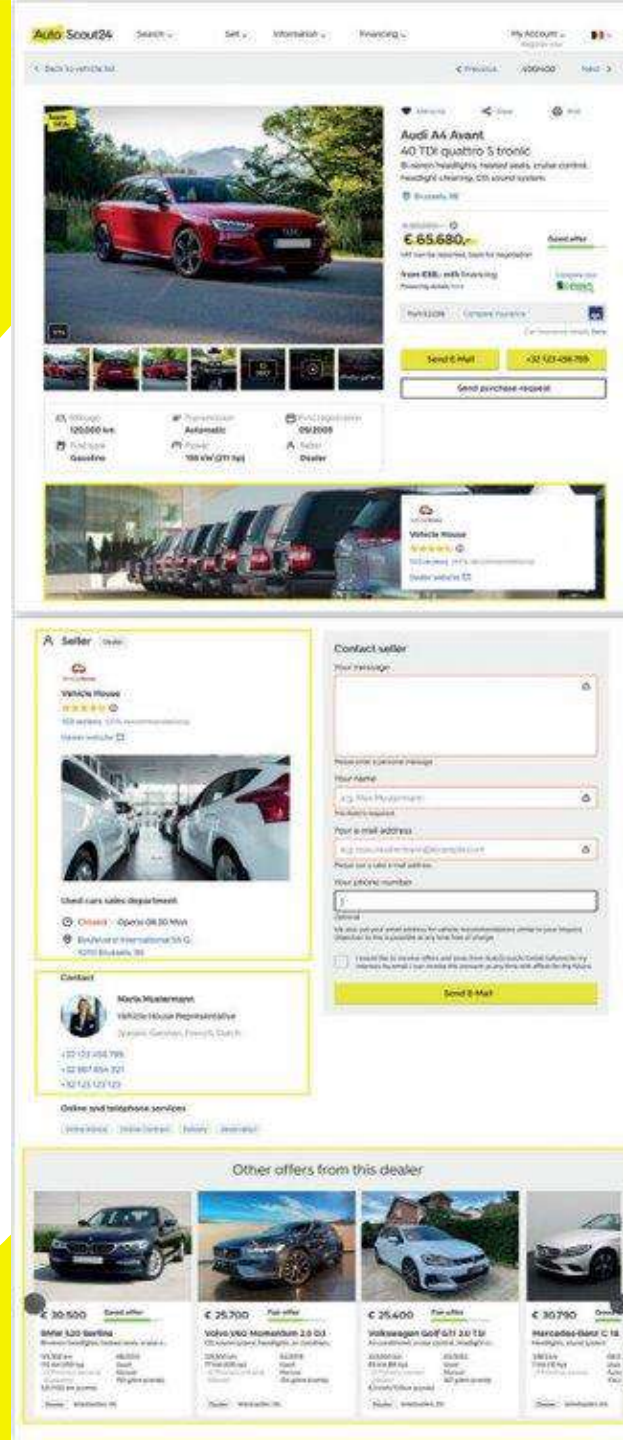
Additional notes

– Text or logo within the image is not allowed

Devices

– Desktop, tablet & App

Technical information

– Dealer Homepage Header: 1100x430 px | max. 80 KB[1] | JPG/PNG

– Logo: 130x139 px | max. 20 KB | JPG/PNG

– Picture of Sales representative: 72x72 px | max. 20 KB | JPG/PNG

– Picture of Showroom: 722x514 px | max. 150 KB | JPG/PNG

Thank you for your attention.

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