

Technical Specifications AutoScout24 Media



July 2020

AutoScout24 Media Product Team

Auto
Scout24
Media

Quick Index

A

[AdBundle Multiscreen](#)
[Advertorial](#)
[Animation of advertising](#)

B

[Background colours](#)
[Billboard](#)
[Billboard Multiscreen](#)
[Billboard Reminder](#)
[Brandbox Multiscreen](#)
[Branded Newsletter](#)

C

[Canvas Ad](#)
[Content of advertising](#)
[CPU-Load of advertising](#)

D

[Delivery of advertising material](#)
[Design of advertising](#)
[Design principals](#)

[Detailpage Branding](#)

[Detailpage Service Ad](#)

[Double Sitebar](#)

F

[Facebook Newsfeed Ad](#)

G

[Gallery Ad](#)

H

[Halfpage Ad](#)
[Halfpage Ad Multiscreen](#)
[Homepage Takeover Multiscr.](#)
[Homepage Video Takeover](#)
[HTML5 advertising](#)

I

[Images in advertising](#)
[Inhalt von Werbemitteln](#)
[InList Native](#)
[InList Native Video](#)

L

[Lightbox Ad](#)
[Link](#)
[LinkedIn Sponsored Content](#)
[Local Connection](#)
[Logo in advertising](#)

M

[Medium Rectangle](#)
[Medium Rectangle Multiscr.](#)
[Mobile Banner](#)
[Mobile Medium Rectangle](#)
[Mobile Rich Media](#)
[Mobile Slider Ad](#)
[Mobile Video Ad](#)

N

[Native Content Ad](#)
[Native Carousel](#)

P

[Performance](#)
[Plug-Ins](#)

S

[Sitebar](#)
[\(Wide\) Skyscraper](#)
[Sound in advertising](#)
[SSL-compliant](#)
[Streaming & „Polite“ download](#)
[Super Banner](#)

T

[Technical guideline](#)
[Textlink \(Detailpage\)](#)
[Textlink Footer](#)
[Textlink \(Gallery\)](#)
[Text-Logo Box](#)

U

[Understitial Multiscreen](#)

V

[Validity](#)
[Video integration](#)
[Video Understitial](#)

Table of contents

1. General information
2. Standard formats
3. Special formats
4. Homepage events
5. Integration & newsletter

1. General information



Delivery of advertising material

Deadlines, guidelines and specifications must be observed



Terms of delivery

Standard advertising formats: 5 working days before campaign start

Special advertising formats: 10 working days before campaign start

AS24 Newsletter: 3 working days (Wednesday) before sending (Monday)

campaignmanagement@autoscout24.com

In case of non-compliance with our specifications/ late delivery

In the case of advertising material that was not produced according to the following specifications or in the case of advertising material that is delivered late, we do not guarantee that the campaign will start on time or that the booked service will be achieved.

Subsequent removal of advertising material

Upon delivery, the advertising materials are subjected to a check to see if they meet the specifications. Should problems arise after the start of the campaign, AutoScout24 Media reserves the right to remove advertising material partially or completely.

Possible reasons for this can be:

- Large number of complaints from our users
- the advertising medium interferes with the performance of the page or the use of the end device
- Subsequent changes to external advertising materials without prior consultation that contradict our specifications

Notes on HTML5 Advertising Formats

Delivery is only possible as Redirect



Delivery of HTML5 Advertising Formats

The delivery has to be made as a redirect (JavaScript-/ iFrame-tag). The redirect, as well as all built-in contents, trackers & redirects must be HTTPS-capable (secure: <https://www...>). Customer/agency trackings must be completely installed. In order to guarantee click measurement on our part, the support of an AdServer click measurement placeholder ("Clicktracker") is required (e.g. AdTAG: `<script src="https://www.adserverxyz.de/ads.min.js?click=%%CLICKTRACKER%%"></script>`).

Third party providers for the provision of redirects are e.g. Flashtalking or Adform. The creative agency must test the advertising material on all common browsers (mobile & desktop).

A physical delivery of HTML5 advertising material in file form is currently not possible.

File weight

PC-Web/ Tablet: 150 KB

Smartphone: 50 KB

Reloaded contents: 2 MB

For further information (eg. compression, click-tag integration, Streaming) we refer to the [IAB-Standards](#), as well as the [HTML5-Richtlinien des OVKS](#).

Overview of supported third-party providers for redirects:

On-Site Bookings: <https://support.google.com/admanager/answer/177366?hl=de>

Audience Extension Bookings: <https://support.google.com/displayvideo/answer/2782676?hl=de>

We reserve the right to change the HTML5 specifications without prior notice

General Technical Guidelines 1/3

Advertising material must meet technical requirements



Background Colours

The CI colors of AutoScout24 (#F5F200, #FF9015, #00FFD0, #00DFFF) are not allowed.

CPU Load

The advertising medium must not increase the CPU load by more than 10% on average. Possible reasons for this are frame rates above 18 fps or scripts; tweening and vector graphics require more CPU power in rendering than bitmaps.

HTML5

HTML5 advertising material can only be delivered via redirect

Comprehensive information on HTML5 advertising material can be found [hier](#)

Link

The links of the Devices must open in a new window

Local Connection

Please note that the Devices are not loaded at the same time. In order to enable synchronous animation, the animation may only start once all Devices have been loaded completely. Please take this into account when programming.

General Technical Guidelines 2/3

Advertising material must meet technical requirements



Performance & availability of advertising material

If 3rd party systems are used from which content is (re-)loaded, it must be ensured that these systems are highly available and perform well even under heavy load. If we detect availability or performance problems, we must stop the corresponding campaign. In this case, the risk of non-performance is borne by the advertising customer.

Plug-in / Codec

In order to display the advertising material, the advertising material must not prompt the user to first install a plug-in or codec.

Sound

The sound may only be activated by user interaction (click on button "Sound on" or a unique symbol). It must be possible to deactivate the sound at any time. Sound must not last longer than 30 seconds and must not be repeated. The maximum volume must not exceed -12dB.

SSL-compliant (HTTPS)

All destination URLs, tags, redirects and pixels contained therein must be SSL compliant (HTTPS).

Streaming and „Polite“ Download

The file accessing the stream/polite download must meet our file weight specifications. For videos with stop function, the stream must be closed as soon as the user clicks Stop. AutoScout24 Media does not take over the hosting of data.

General Technical Guidelines 3/3

Advertising material must meet technical requirements



Validity

Only the performance values recorded by AutoScout24 Media's AdServer are relevant for the fulfilment of the campaign.

Video integration

Moving image material can be integrated in the following formats (with delivery of an HTML5 redirect): Super Banner, (Wide) Skyscraper, Medium Rectangle, AdBundle, Billboard, Halfpage Ad, Sitebar, Double Sitebar

Display Advertising Guidelines on AutoScout24 1/3

Advertising material must meet design requirements



Principal

AutoScout24 is a well-known and trustworthy brand that must be considered and respected by our advertising partners. Although we are open to new creative ideas, we must ensure that the ads are appropriate for our users and are not in conflict with our content and branding.

The following points should be considered for display advertising:

- No influence on the performance of AutoScout24
- No contradictory statements about the AutoScout24 brand and its content
- No opening of a new browser window (Pop-up)
- No Devices with autoplay
- No link to competitors of AutoScout24
- No offensive or degrading content
- No unexpected or misleading functions (eg. Window system message or other Windows symbols)
- No installing, copying or downloading of programs

Display Advertising Guidelines on AutoScout24 2/3

Advertising material must meet design requirements



Animation

Animation is not always permitted (see single format). The length of the entire animation must not exceed 30 seconds. The animation may have a maximum of 3 loops. The sound may only be played after user interaction.

Content

Use a simple and focused message across the entire ad.

The legal notice must not be longer than two lines and the font size must not exceed 10.

Avoid redundant information.

Design

Choose a suitable call-to-action in the advertising material and make sure that it is not larger than ours.

Do not use AutoScout24 elements in your design.

Preserve our brand perception.

The colours should not conflict with our colour hierarchy.

The advertising material must be different from other parts of our site and stand out in colour (exception: Native Ads).

The advertising material must have a visible border.

Display Advertising Guidelines on AutoScout24 3/3

Advertising material must meet design requirements



Images

Use high-quality, professional images.

Use an image statement across the entire ad (especially for BrandDays, tandems, etc.) to complement your core message.

Create a homogeneous and qualitative image effect by using large and calm image motifs.

Logo

The advertiser's logo must not be the dominant visual element within the ad.

The logo may not be displayed at the end of an animation.

Other points

Too many elements (logo, call-to-action, image, etc.) in the advertising material are confusing for the user. We recommend a maximum of four elements.

By grouping the elements the attention of the visitors can be concentrated.

Make sure that all advertising texts of the ad are in a readable size.

2. Standard Formats



Overview Standard Formats



Product	Devices	Technical information	Additional specifications
Super Banner	Desktop, Tablet	728x90 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Medium Rectangle	Desktop, Tablet	300x250 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Skyscraper	Desktop, Tablet	120x600 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Wide Skyscraper	Desktop, Tablet	160x600 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Lightbox Ad	Desktop, Tablet	300x250 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Halfpage Ad	Desktop, Tablet	300x600 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Billboard	Desktop, Tablet	800x250 px oder 970x250 px max. 80 KB GIF/ JPG/ HTML5 ¹	
Mobile Banner	MEW, Apps	320x100 px max. 20 KB GIF/ JPG/ HTML5 ¹	Optional 300x100 px also possible
Mobile Medium Rectangle	MEW, Apps	300x250 px max. 40 KB GIF/ JPG/ HTML5 ¹	
Medium Rectangle Multiscreen	Desktop, Tablet, MEW, Apps	300x250 px max. 40 KB GIF/ JPG/ HTML5 ¹	
AdBundle Multiscreen	Desktop, Tablet, MEW, Apps	728x90 px + 120x600/160x600 px + 300x250 px max. 40 KB ² GIF/ JPG/ HTML5 ¹	

Super Banner

The classic one in online advertising

Description

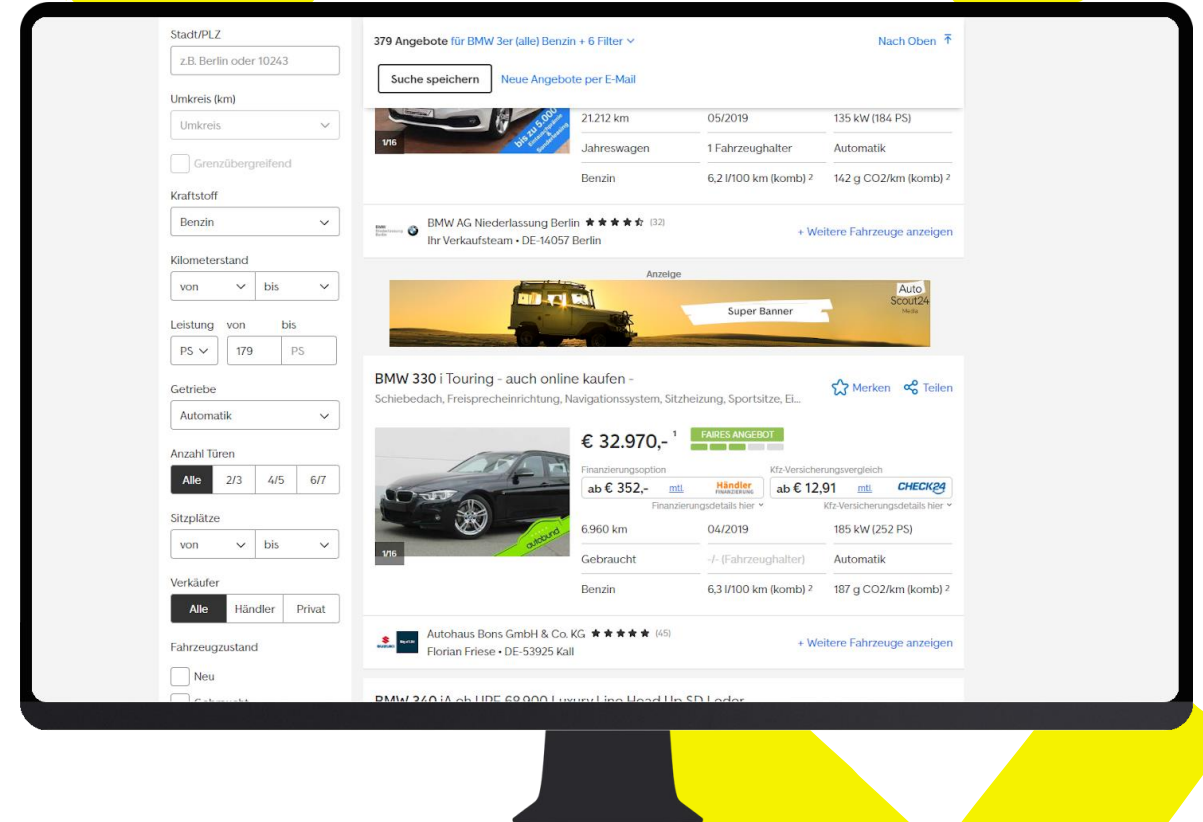
The Super Banner is one of the classic standard formats. It is characterized especially by its elongated format.

Devices

- Desktop, tablet

Technical information

- Dimensions: 728x90 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Medium Rectangle

Prominent placement close to the content

Description

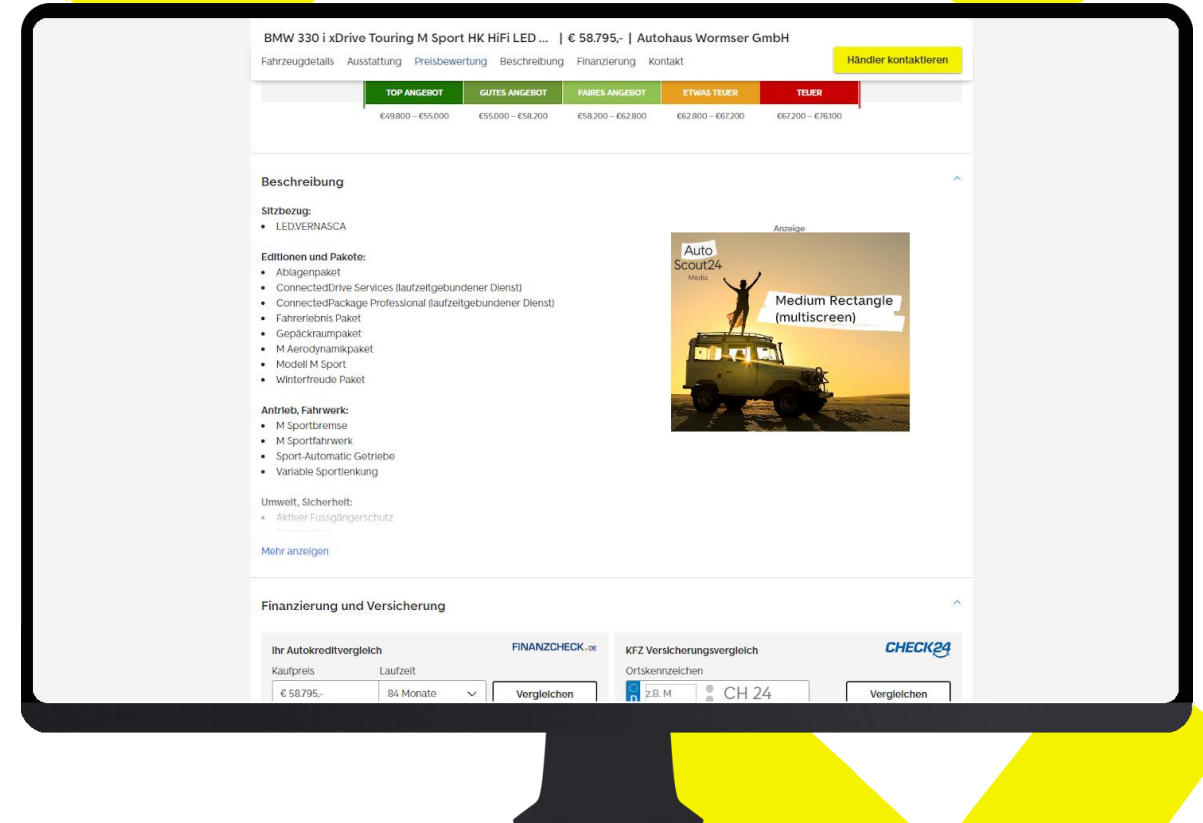
The Medium Rectangle is one of the classic standard formats. It is characterized by its compact, almost square dimensions.

Devices

- Desktop, tablet

Technical information

- Dimensions: 300x250 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



(Wide) Skyscraper

Always in view of the user

Description

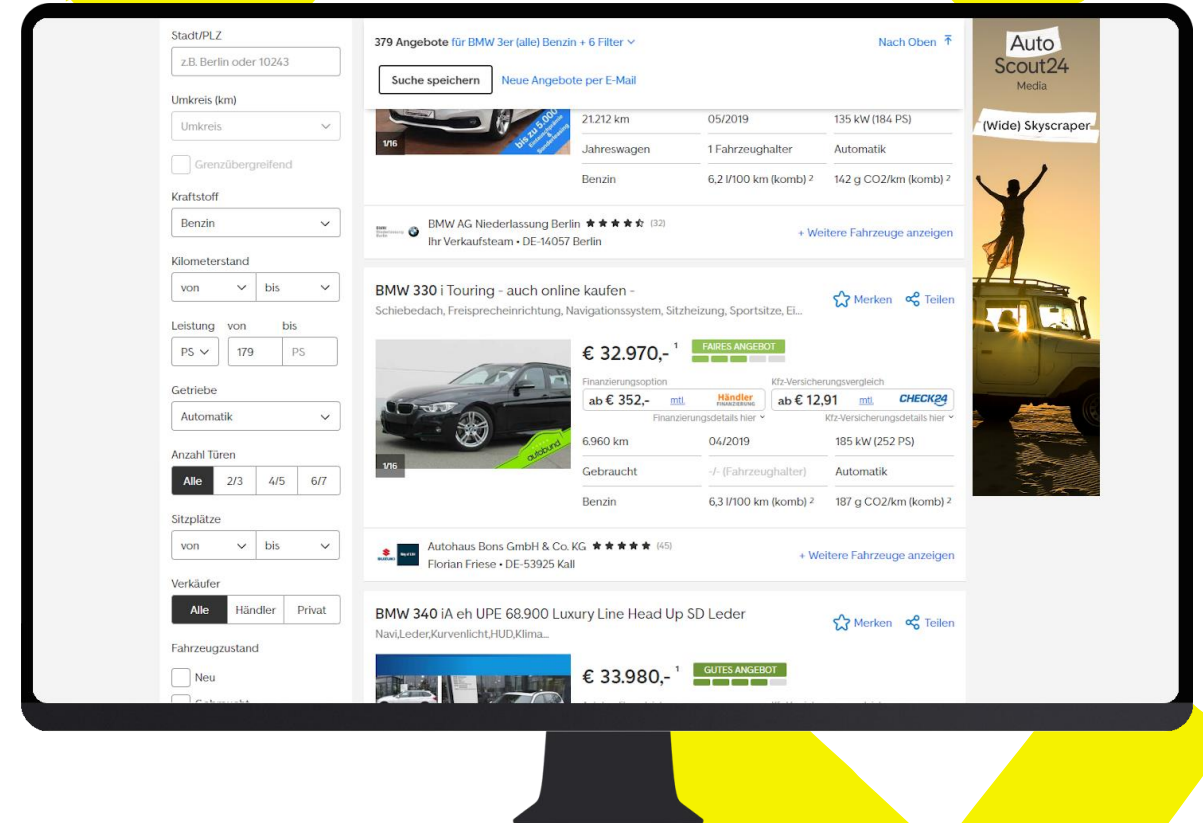
The (Wide) Skyscraper is one of the classic standard formats. It is characterized by its portrait format and remains sticky up to a certain scroll depth.

Devices

- Desktop, tablet

Technical information

- Dimensions: 120x600px oder 160x600 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Lightbox Ad (Medium Rectangle)

Placement in the gallery

Description

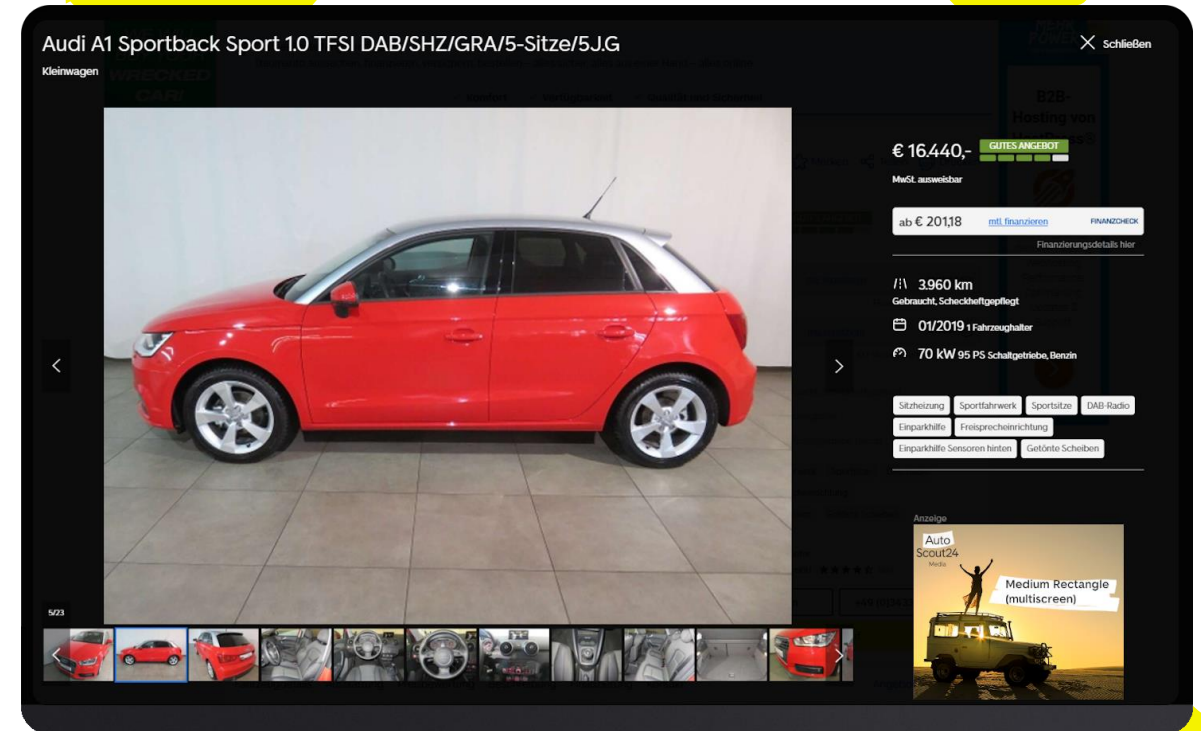
The Lightbox Ad consists of the standard format Medium Rectangle, which is prominently displayed in the Lightbox of the gallery.

Devices

- Desktop, tablet

Technical information

- Dimensions: 300x250 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



Halfpage Ad

Advertising vertically staged

Description

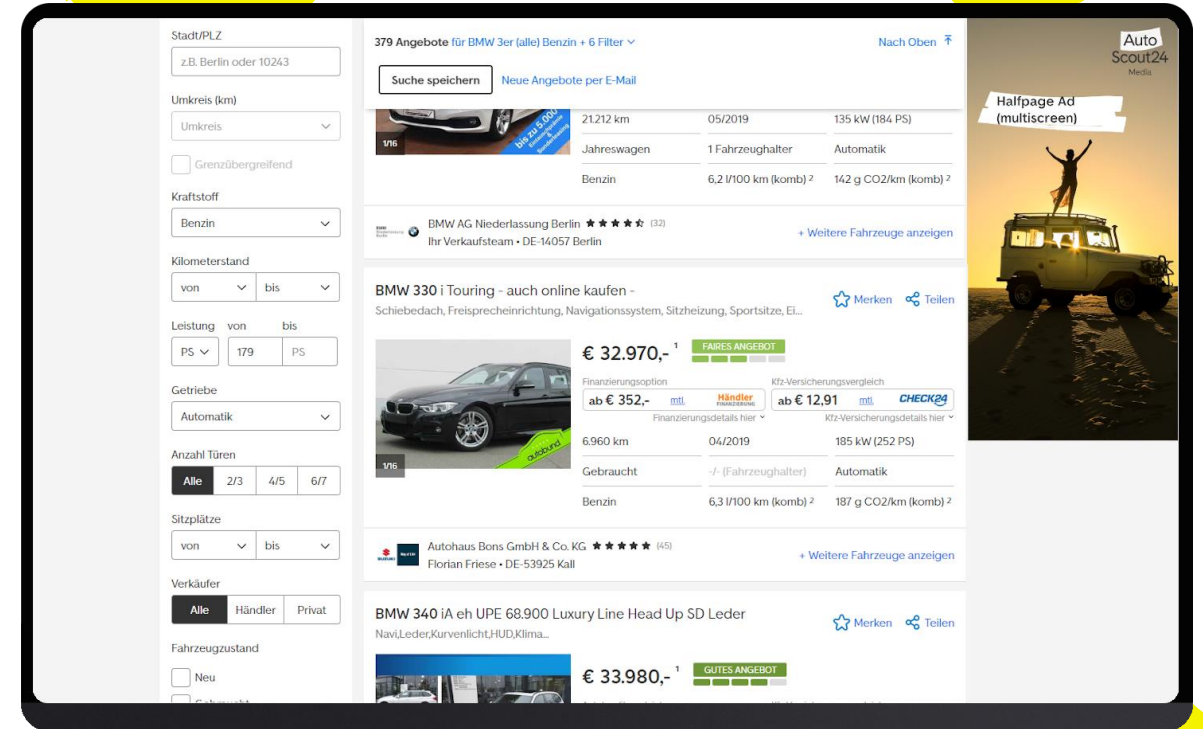
The standard format Halfpage Ad is characterized by its wide portrait format and remains sticky to a certain scrolling depth.

Devices

- Desktop, tablet

Technical information

- Dimensions: 300x600 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Billboard

Effective and maximum presence

Description

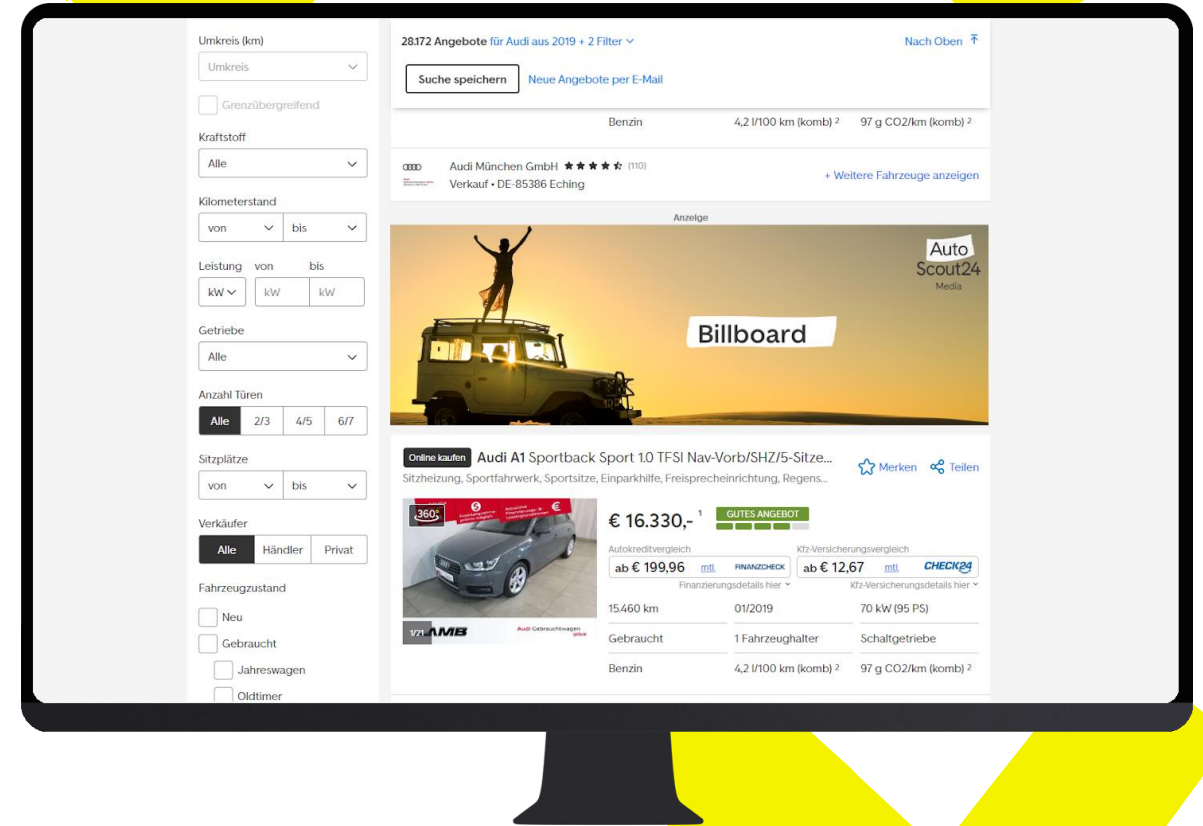
The standard billboard format is characterized in particular by its large landscape format, which is placed close to the content.

Devices

- Desktop, tablet

Technical information

- Dimensions: 800x250 px oder 970x250 px
- File size: max. 80 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Mobile Banner

In the reading flow of the user

Description

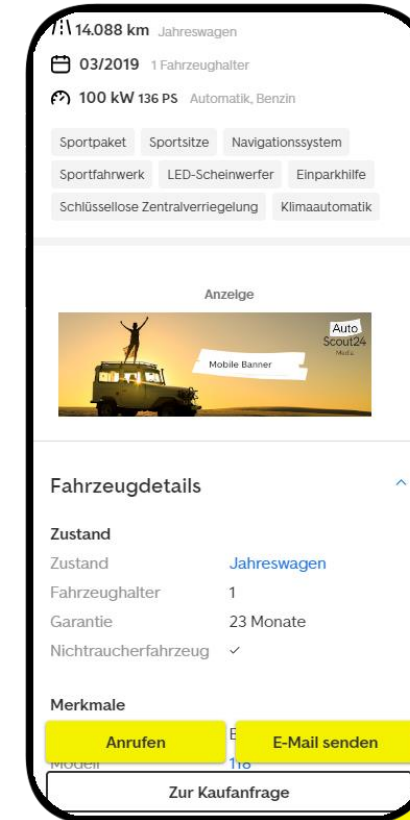
The Mobile Banner is one of the standard formats and stands out in particular for its compact landscape format.

Devices

- MEW, apps

Technical information

- Dimensions: 320x100 px (Optional 300x100 px also possible)
- File size: max. 20 KB
- File format: GIF/ JPG/ HTML5¹



Mobile Medium Rectangle

Attention-grabbing placement

Description

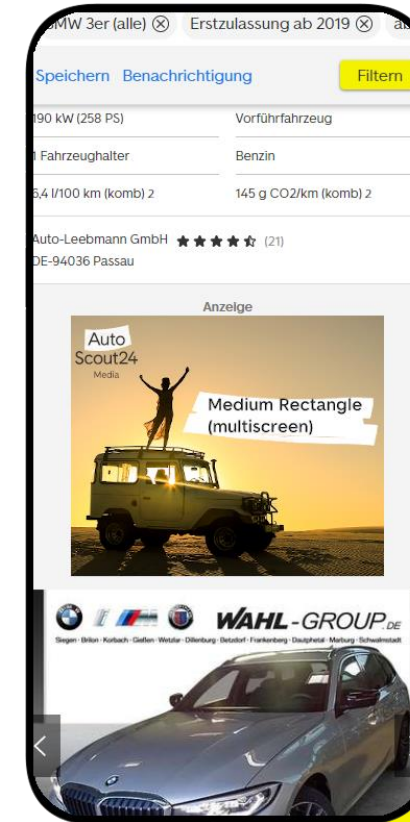
The Mobile Medium Rectangle is a versatile standard format that captures a large area of the screen on mobile devices.

Devices

- MEW, apps

Technical information

- Dimensions: 300x250 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



Medium Rectangle Multiscreen

Prominent placement close to the content

Description

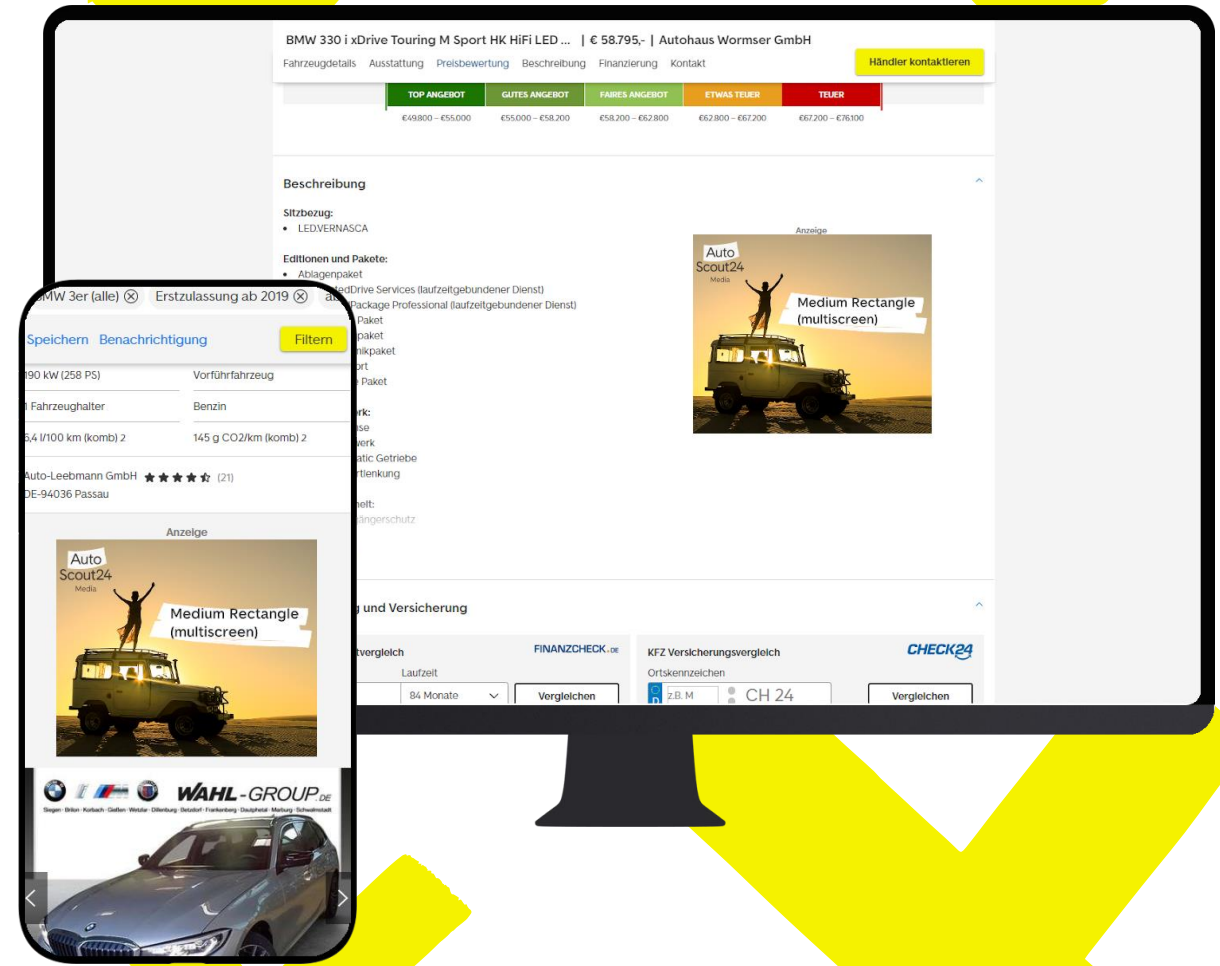
Medium Rectangle Multiscreen is a standard format which is available on all devices and characterized by its compact, almost square dimensions.

Devices

- Desktop, tablet, MEW, apps

Technical information

- Dimensions: 300x250 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

AdBundle Multiscreen

Flexible combination of 3 formats

Description

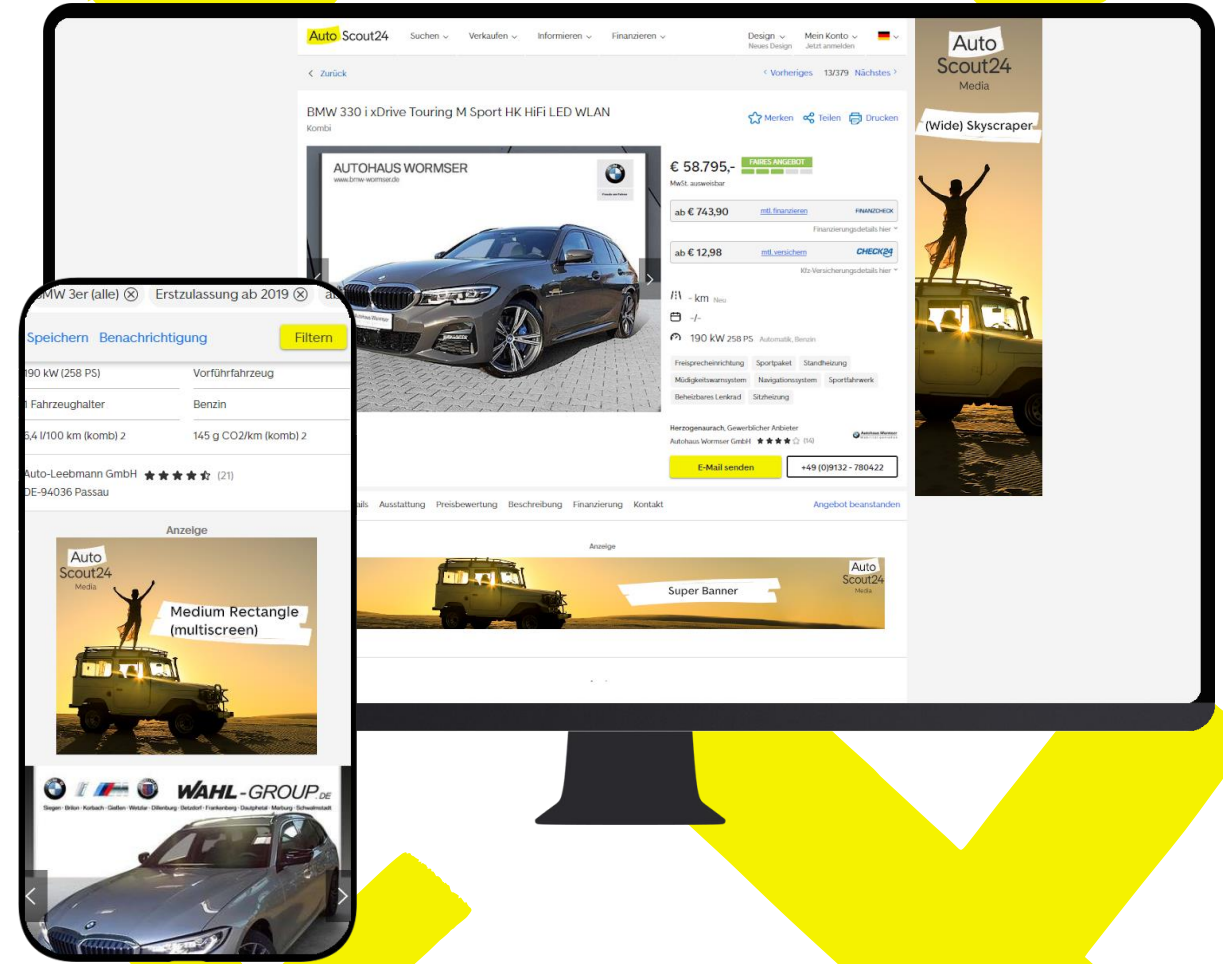
The AdBundle consists of the standard formats Super Banner, (Wide) Skyscraper and Medium Rectangle Multiscreen, which are delivered depending on availability.

Devices

- Desktop, tablet, MEW, apps

Technical information

- Dimensions: 728x90 px + 120x600/160x600 px + 300x250 px
- File size: max. 40 KB per single format
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

3. Special Formats



Sitebar

Eye-catching & dynamic

Description

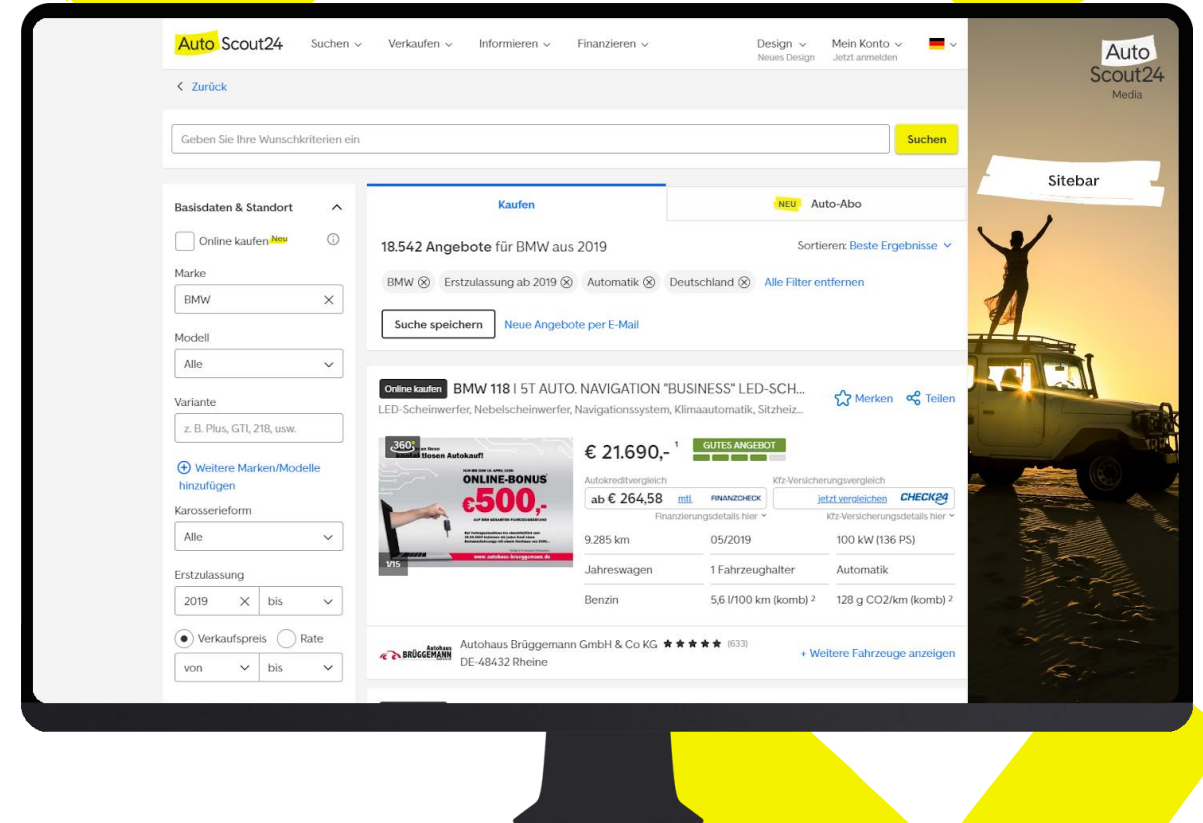
This special format is displayed in the right area next to the website. Its size adapts optimally to the corresponding display size.

Devices

- Desktop

Technical information

- Dimensions: 160x600 px as initial height
- File size: max. 150 KB
- File format: HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Double Sitebar

Double eye-catching & dynamic

Description

This special format is displayed in the right and left area next to the website. The size adapts optimally to the corresponding display size.

Additional notes

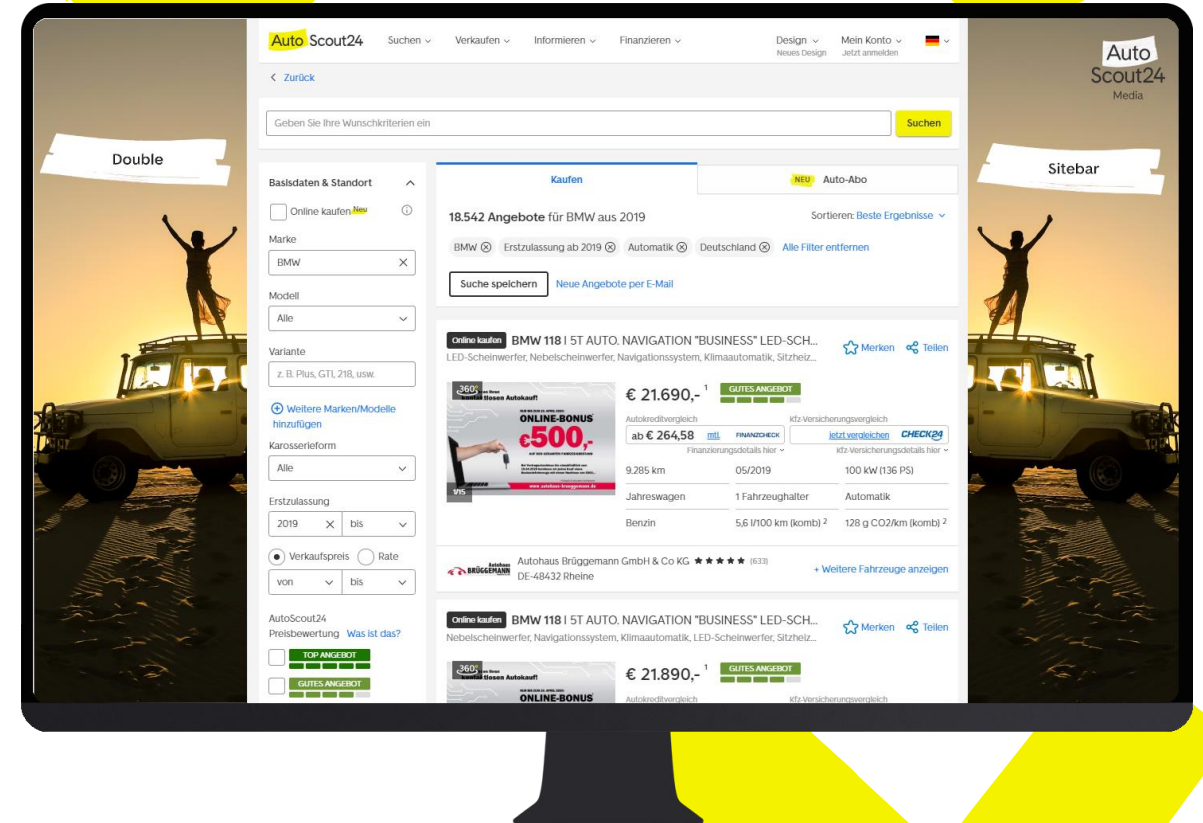
- No integrations of videos possible
- Implementation with Flashtalking is recommended (other providers may be possible after testing)

Devices

- Desktop

Technical information

- Dimensions: 160x600 px as initial height (left and right)
- File size: max. 80 KB
- File format: HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Billboard Reminder

The stage for a moving brand presence

Description

This format includes a billboard with an integrated video. After "scrolling" the billboard, the video appears as a reminder at the bottom right corner of the browser¹.

Additional notes

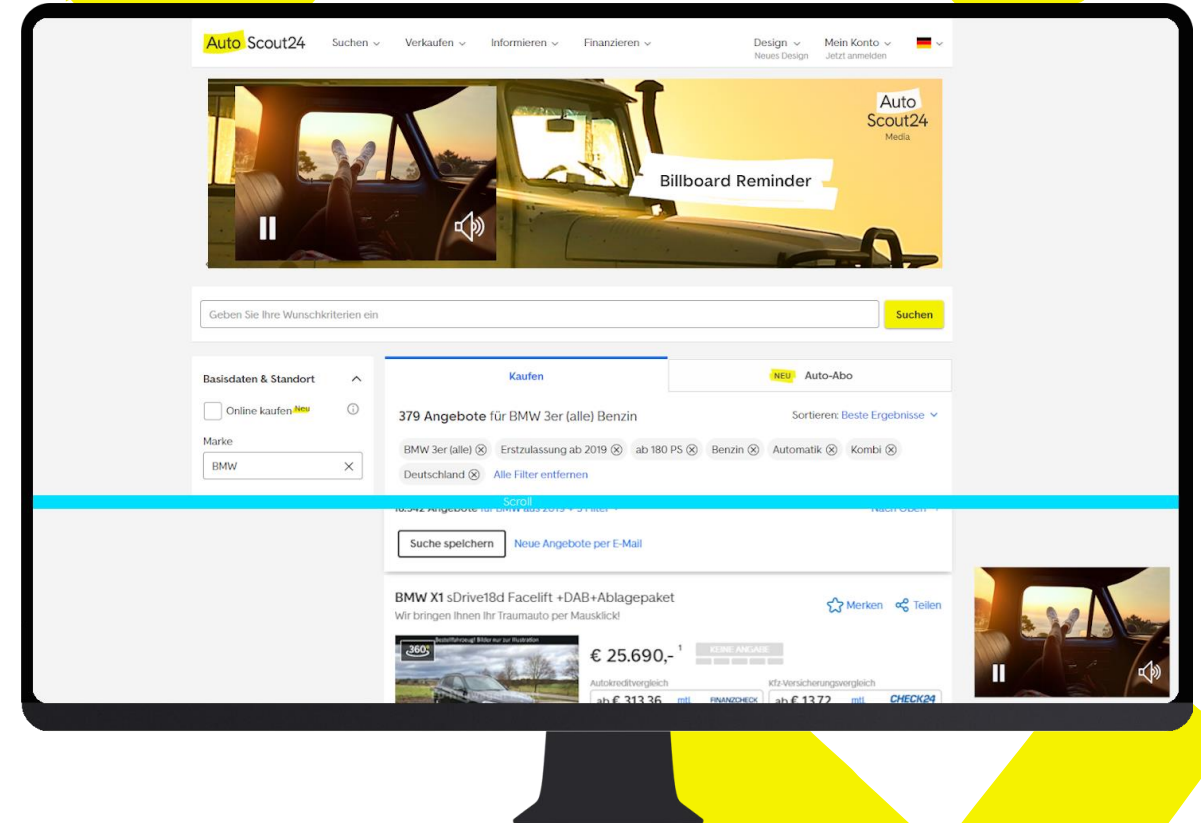
- Please use the template for creation

Devices

- Desktop

Technical information

- Billboard: 970x250 px | max. 80 KB | GIF/ JPG/ HTML5
- Video Reminder (max. 30 Sec.): 400x225 px | max. 5 MB | MP4



¹) Outside the page content
See also [General Information](#)

Detailpage Branding

The perfect frame for the detailpage

Description

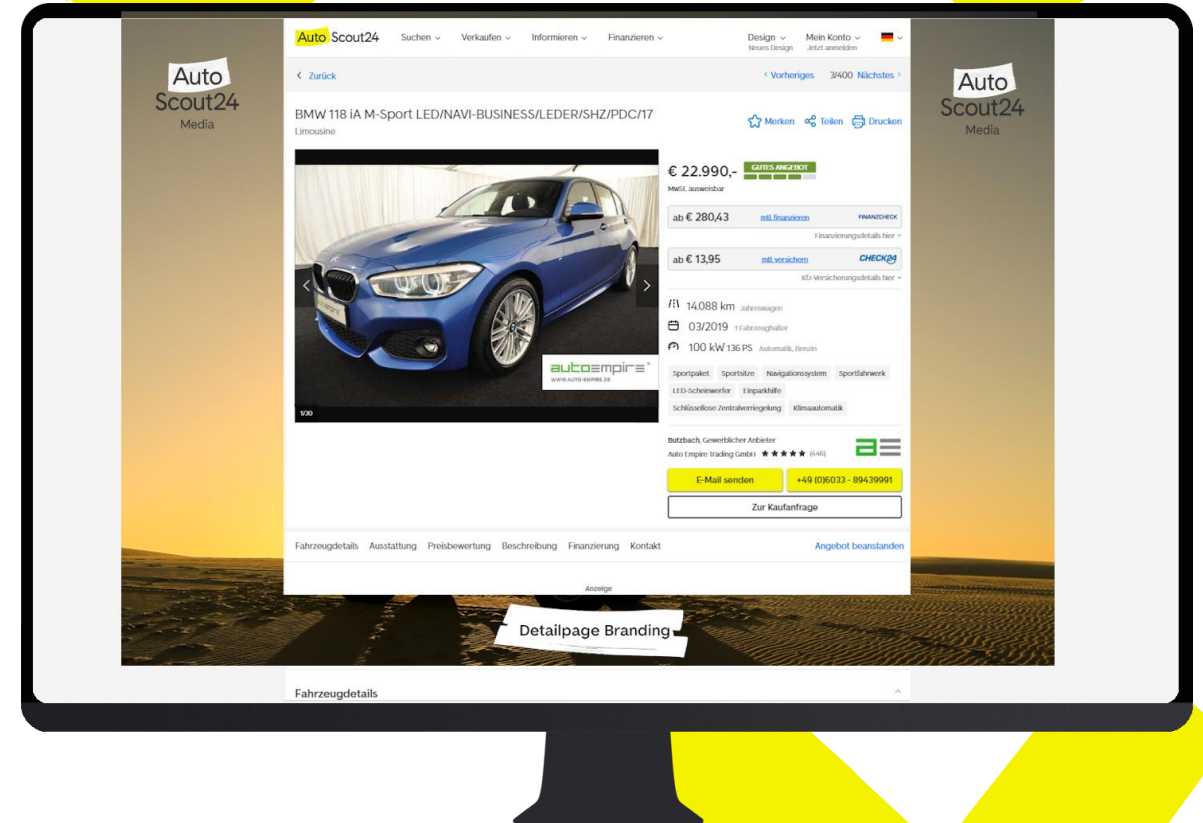
The Detailpage Branding consists of two "long" Halfpage Ads (300x960) and a "wide" Billboard (1120x250) below the hero image.¹

Devices

- Desktop

Technical information

- Dimensions: 300x960 px (left & right Halfpage Ad) + 1120x250 px (Billboard)¹
- File size: max. 80 KB per single format
- File format: GIF/ JPG/ HTML5²



1) Alternatively it is also possible with 2x 160x800 px + 1120x90 px 2) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Mobile Rich Media

There are no limits to the design

Description

Different images rotate automatically or through user interaction by means of various effects (e.g. cube, slide, fade, flip, coverflow).

Additional notes

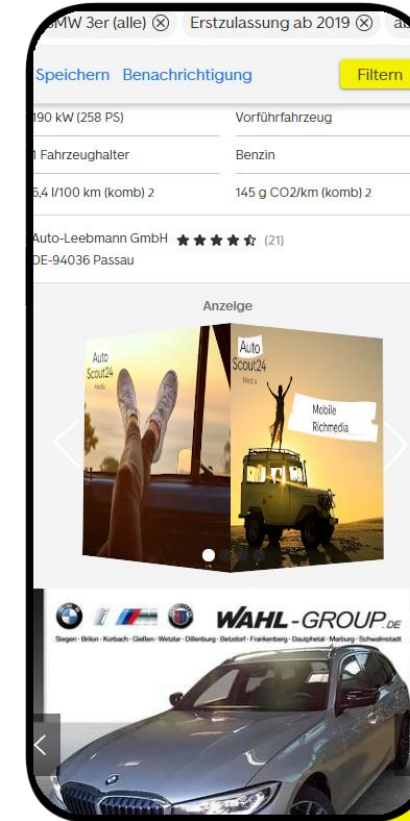
- Creation via external service provider¹

Devices

- MEW, apps

Technical information

- Images (min. 4): 640x480 px | max. 200 KB² | GIF/ JPG/ HTML5
- Video (max. 30 Sec., recommended 15-20 Sec.): 16:9 | max. 5 MB | MP4



Mobile Slider Ad

Interactive product presentation

Description

The Mobile Slider is a combination of image and text that can present different content thanks to automatically changing pictures.

Additional notes

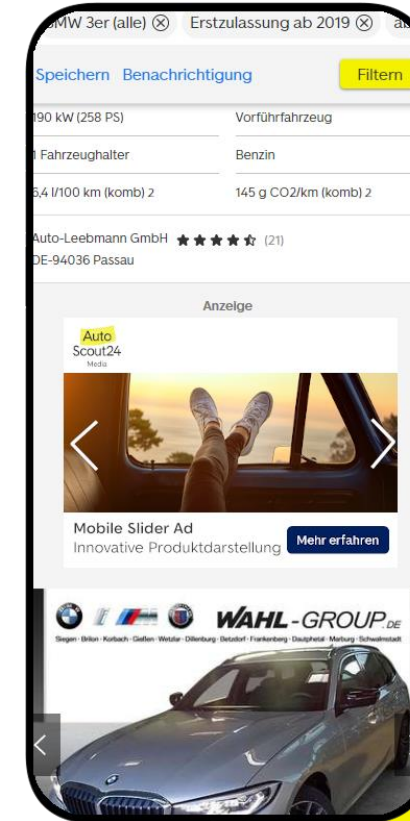
- Creation via external provider¹

Devices

- MEW, apps

Technical information

- Images (min. 3): 614x216 px | max. 100 KB² | GIF/ JPG/ PNG/ SVG
- Logo: 180x80 px | max. 100 KB | GIF/ JPG/ PNG/ SVG
- Headline: max. 20 characters
- Text: max. 24 characters
- CtA: Learn more/ Request now/ Call now



¹) Weborama ²) per image
See also [General Information](#)

Mobile Video Ad

Moving mobile advertising

Description

The Mobile Video Ad consists of a video, text and a call-to-action. The video starts automatically and the sound starts with a click from the user.

Additional notes

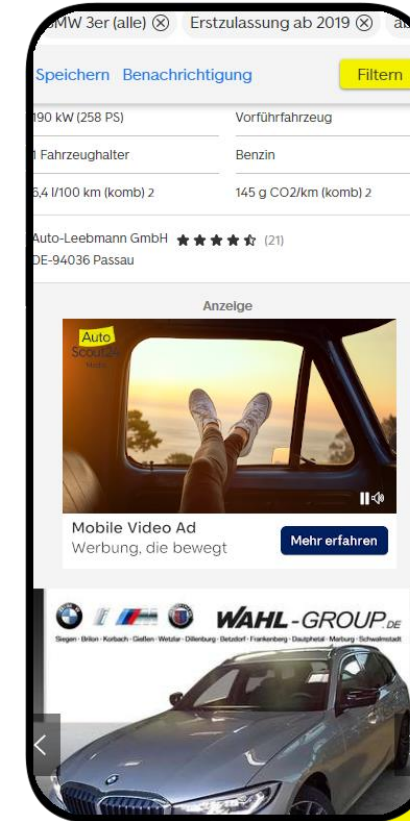
- Creation via an external provider¹

Devices

- MEW, apps

Technical information

- Video image: 640x360 px | max. 100 KB² | GIF/ JPG/ PNG/ SVG
- Video (max. 30 Sec, rec. 15-20 Sec.): 16:9 | max. 5 MB | MP4
- Headline: max. 20 characters
- Text: max. 24 characters
- CtA: Learn more/ Request now/ Call now



¹) Weborama
See also [General Information](#)

Canvas Ad

Innovative presentation of content

Description

Clicking on the start image opens the canvas, which consists of various "slides". Different media elements can be used for an appealing presentation.

Additional notes

- Creation via an external provider¹

Devices

- MEW, apps

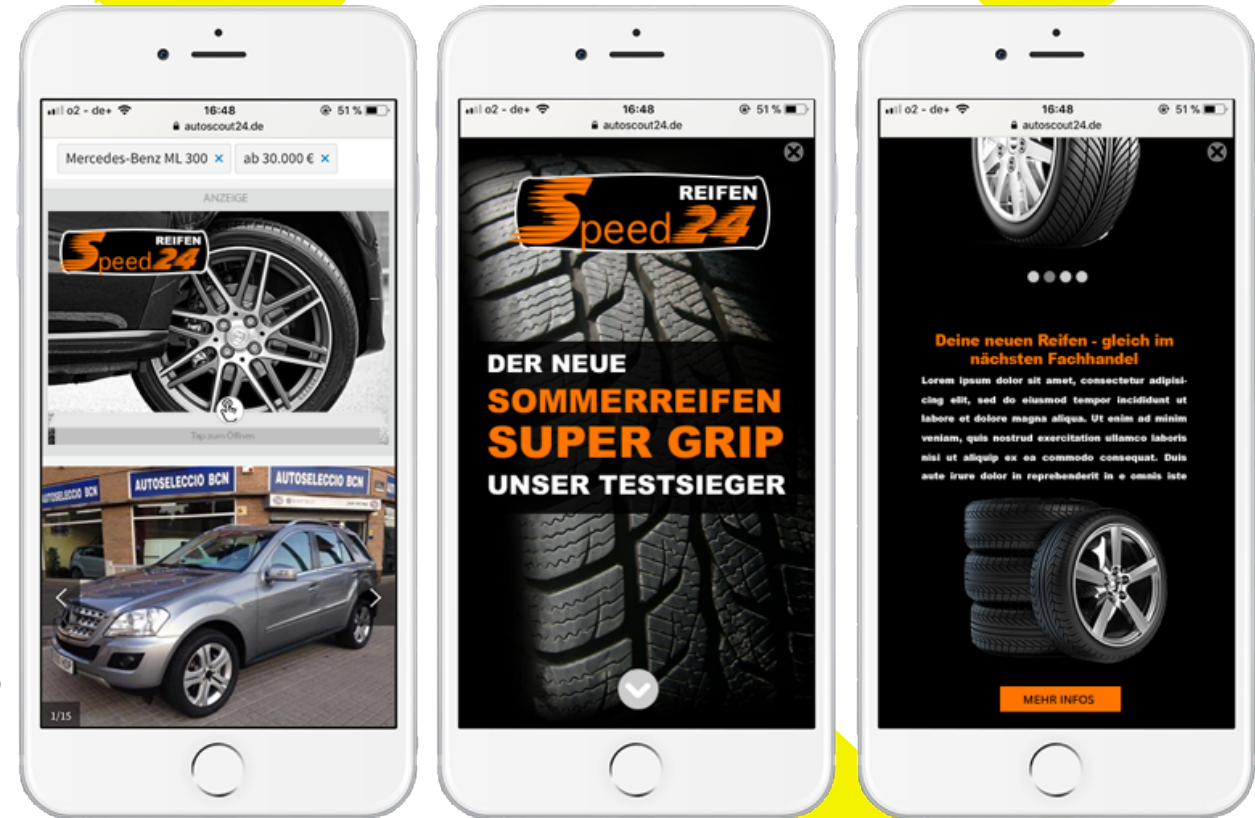
Technical information

- Starting screen: 300x250 px | max. 200 KB | GIF/ JPG/ HTML5
- Other „slides“ can contain, e.g.:

Images (max. 200 KB²)

Videos (15-20 sec., 16:9 | max. 5 MB | MP4)

Text



1) Weborama 2) per image
See also [General Information](#)

Native Content Ad

Perfect integration on mobile devices

Description

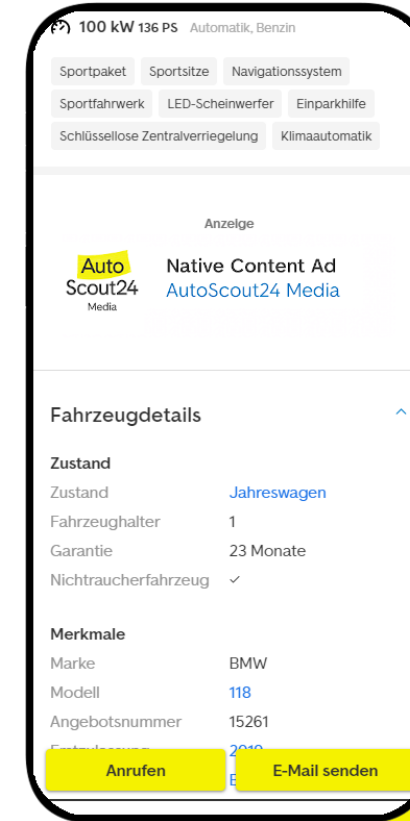
This integration combines a text teaser with the customer logo. It fits harmoniously into the content of the detailpage.

Devices

- MEW, apps

Technical information

- Logo: 240x240 px | max. 20 KB | JPG/ PNG
- Headline (Advertiser's name): max. 20 characters
- CtA: max. 40 characters



Halfpage Ad Multiscreen

Advertising vertically staged

Description

The format consists of a sticky Halfpage Ad (desktop, tablet), which becomes visible on mobile devices (MEW) after scrolling the page.

Additional notes

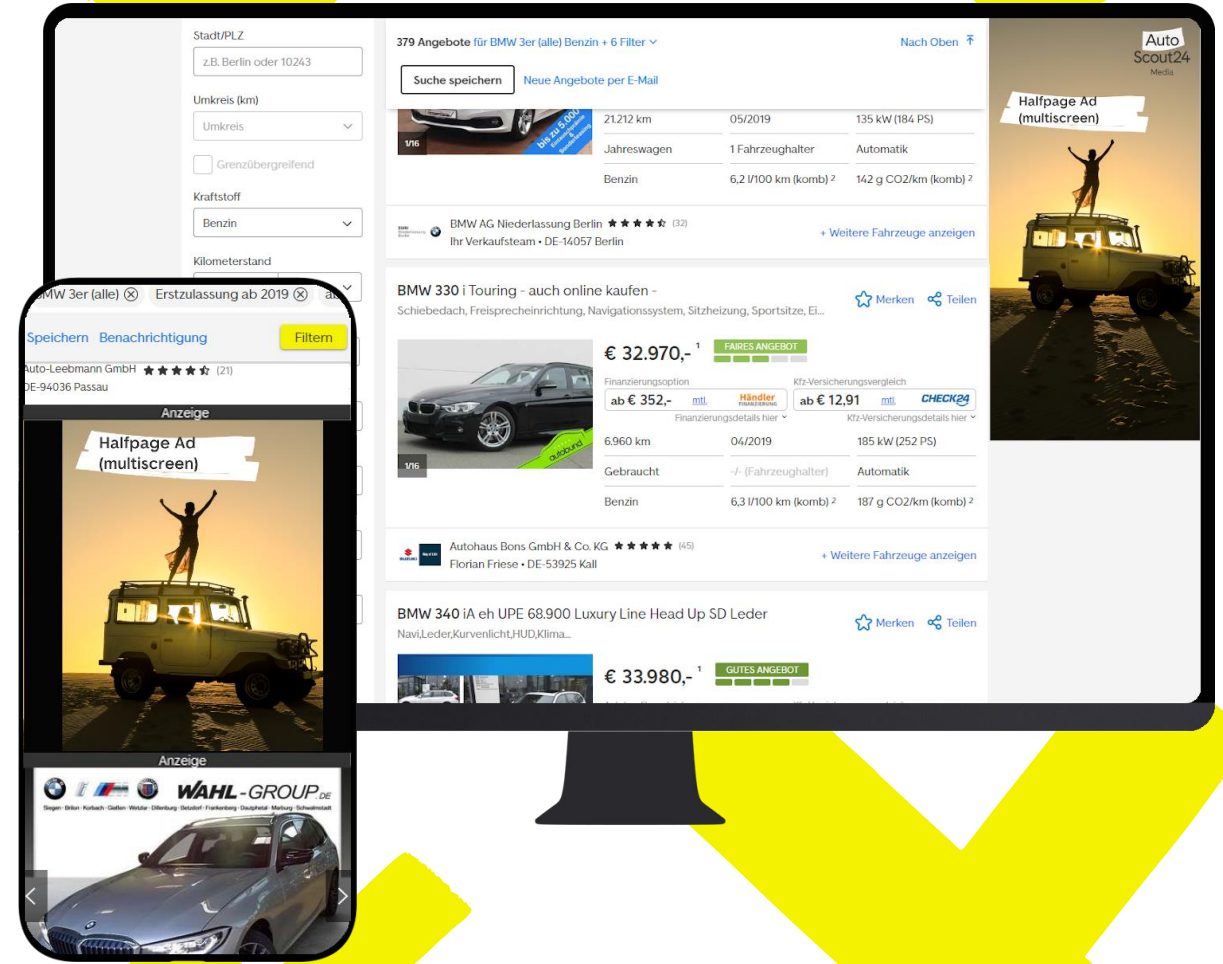
- Background colouring possible with mobile variant (Hexadecimal code, e.g. #000000)

Devices

- Desktop

Technical information

- Dimensions: 300x600 px
- File size: max. 40 KB
- File format: GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Billboard Multiscreen

Conspicuous format optimally placed

Description

The format consists of a classic Billboard (desktop, tablet¹). On mobile devices (MEW, Apps) the creative becomes fully visible through automatic sideways movement & on user interaction.

Additional notes

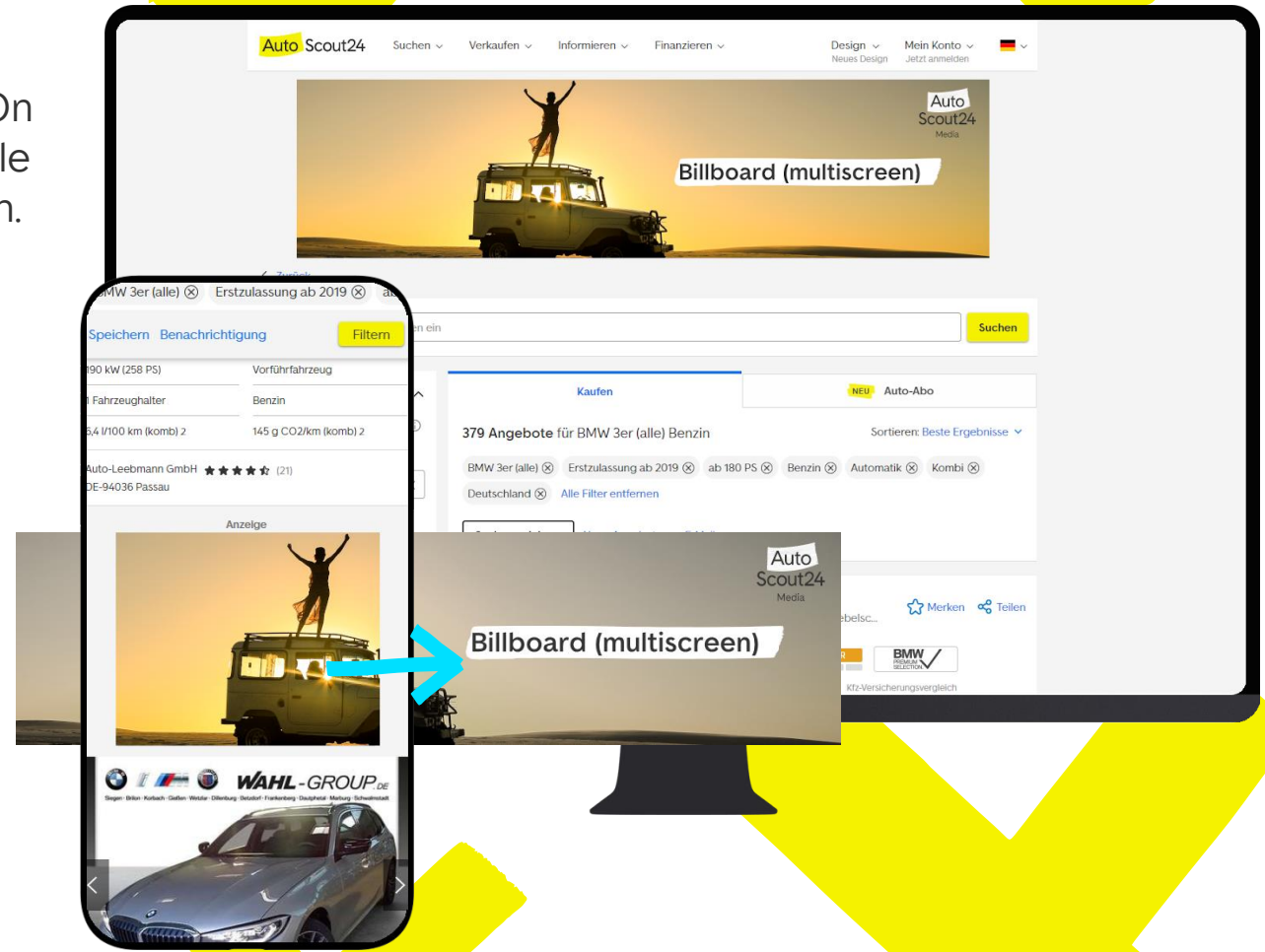
- CTA should be placed on the right, because automatic movement ends there

Devices

- Desktop, tablet, MEW, apps

Technical information

- Dimensions: 800x250 px or 970x250 px
- File size: max. 80 KB
- File format: GIF/ JPG



1) Landscape format
See also [General Information](#)

Understitial Multiscreen

A real eye-catcher

Description

The format consists of a background image that only becomes visible when the page is scrolled. Additionally, a foreground image can be placed which scrolls along with the page.

Additional notes

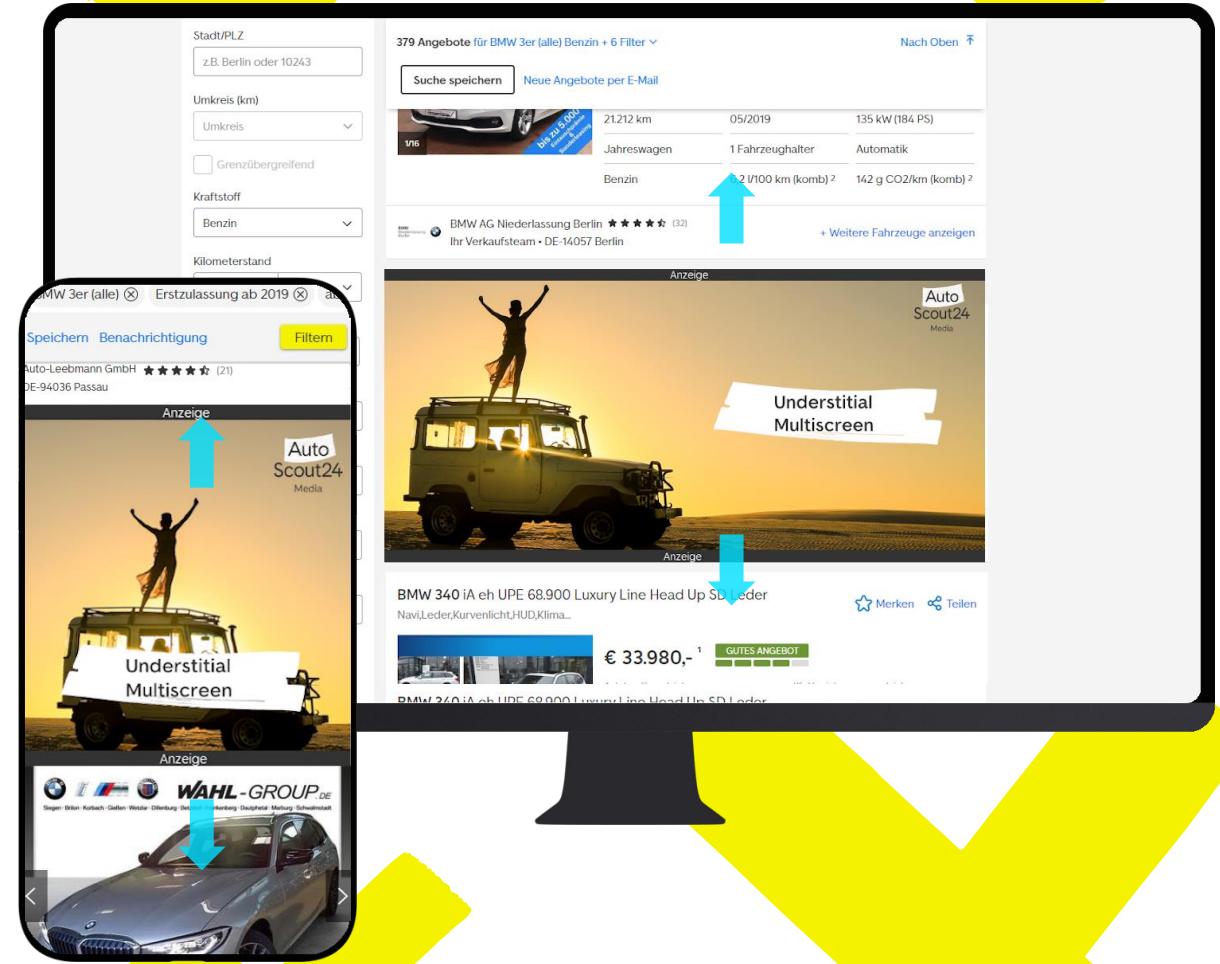
- Please be aware of the safety areas

Devices

- Desktop, tablet, MEW

Technical information

- Background image: 1024x1300 px | max. 80 KB | JPG/ HTML5¹ (safety area: 730x570 px²) + 415x845 px | max. 60 KB | JPG/ HTML5¹ (safety area: 320x485 px³)
- Foreground image: 820x400 px | max. 40 KB | PNG (transparent) + 360x400 px | max. 30 KB | PNG (transparent)



1) Please be aware of the notes on [HTML5 advertising material](#) 2) 147 px are cut off on the left and right as well as 365 px above and below 3) 47 px are cut off on the left and right and 180 px above and below
See also [General Information](#)

Video Understitial

A moving eye-catcher

Description

The Video Understitial consists of a video. It only becomes visible and starts to play by scrolling the page.

Additional notes

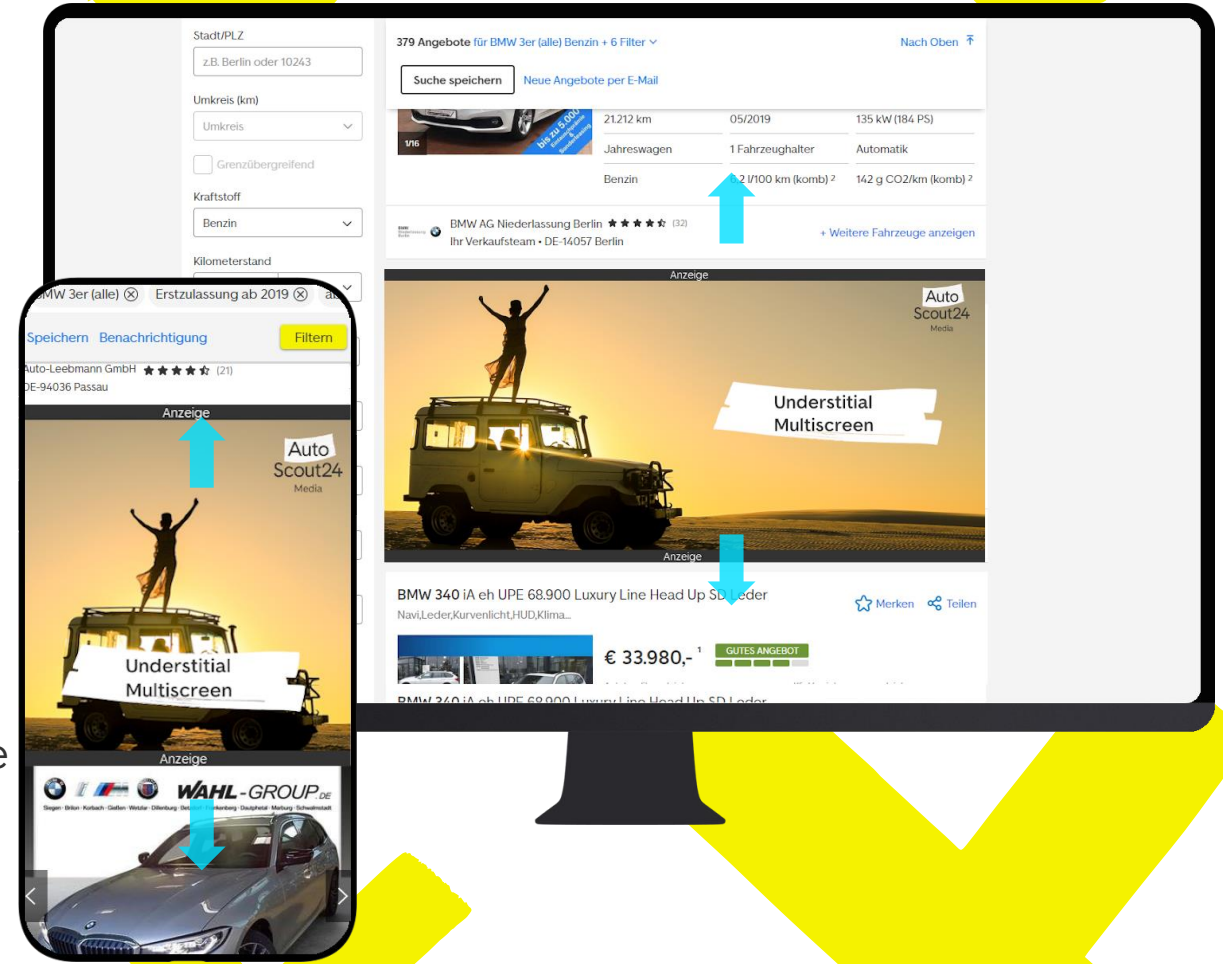
- Please be aware of the safety areas

Devices

- Desktop, tablet, MEW

Technical information

- Desktop: 1024x1300 px | max. 80 KB | HTML5¹ (video is in the secure area: 730x570 px²)
- MEW: 415x845 px | max. 60 KB | HTML5¹ (Video is in the secure area: 320x485 px³)



1) Please be aware of the notes on [HTML5 advertising material](#) 2) 147 px are cut off on the left and right as well as 365 px above and below 3) 47 px are cut off on the left and right and 180 px above and below
See also [General Information](#)

Gallery Ad

Own stage in the gallery

Description

The special format appears as the last picture in the gallery of the detailpage. It is characterized by its big compact dimensions.

Additional notes

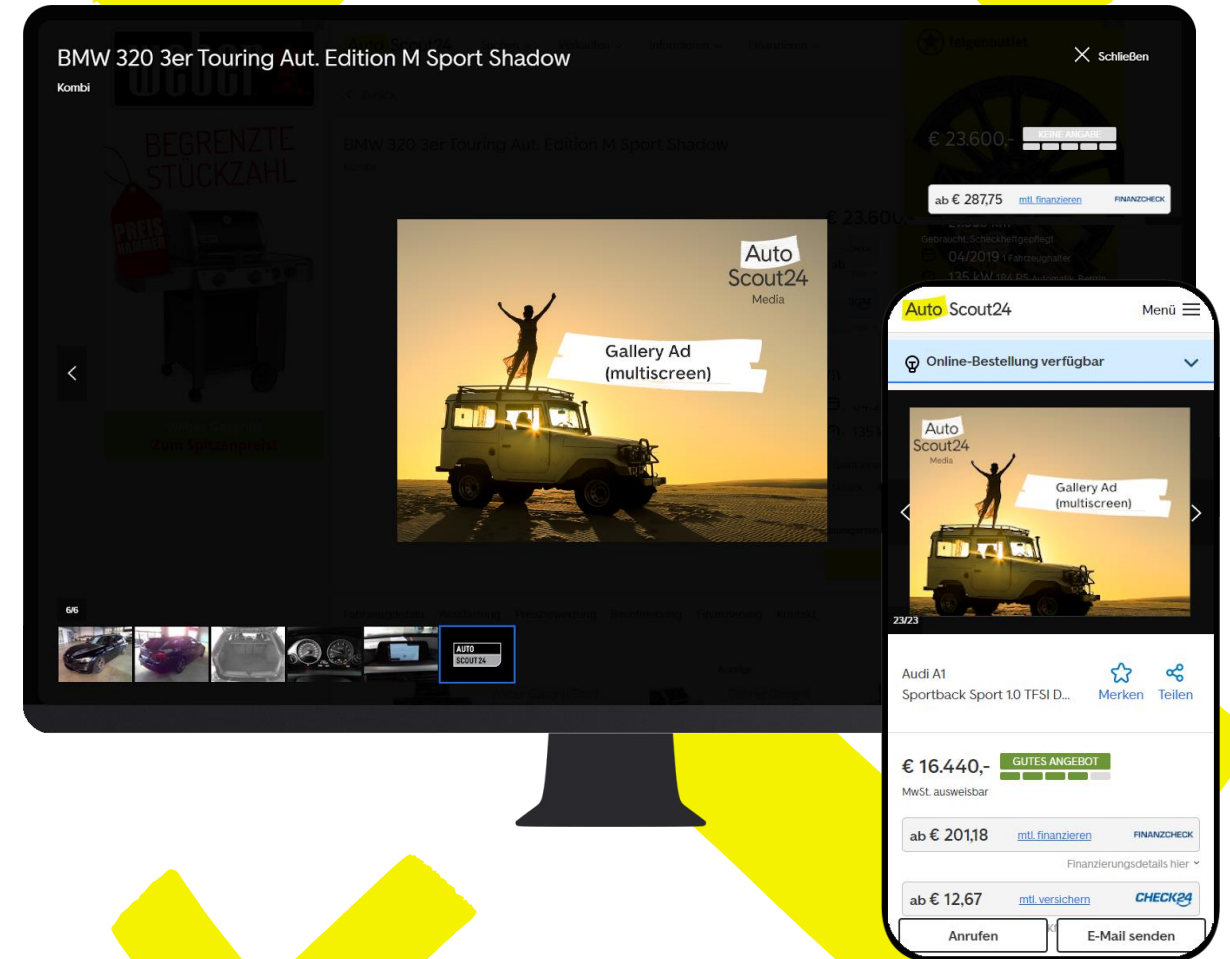
- Animation is not allowed

Devices

- Desktop, tablet, MEW, apps

Technical information

- Desktop: 540x405 px | max. 80 KB | GIF/ JPG/ HTML5¹
- Tablet: 708x426 px | max. 40 KB | GIF/ JPG/ HTML5¹
- MEW: 320x240 px | max. 40 KB | GIF/ JPG/ HTML5¹
- Apps: 320x198 px | max. 40 KB | GIF/ JPG/ HTML5¹



1) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

InList Native

In the look & feel of the resultlist

Description

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

Additional notes

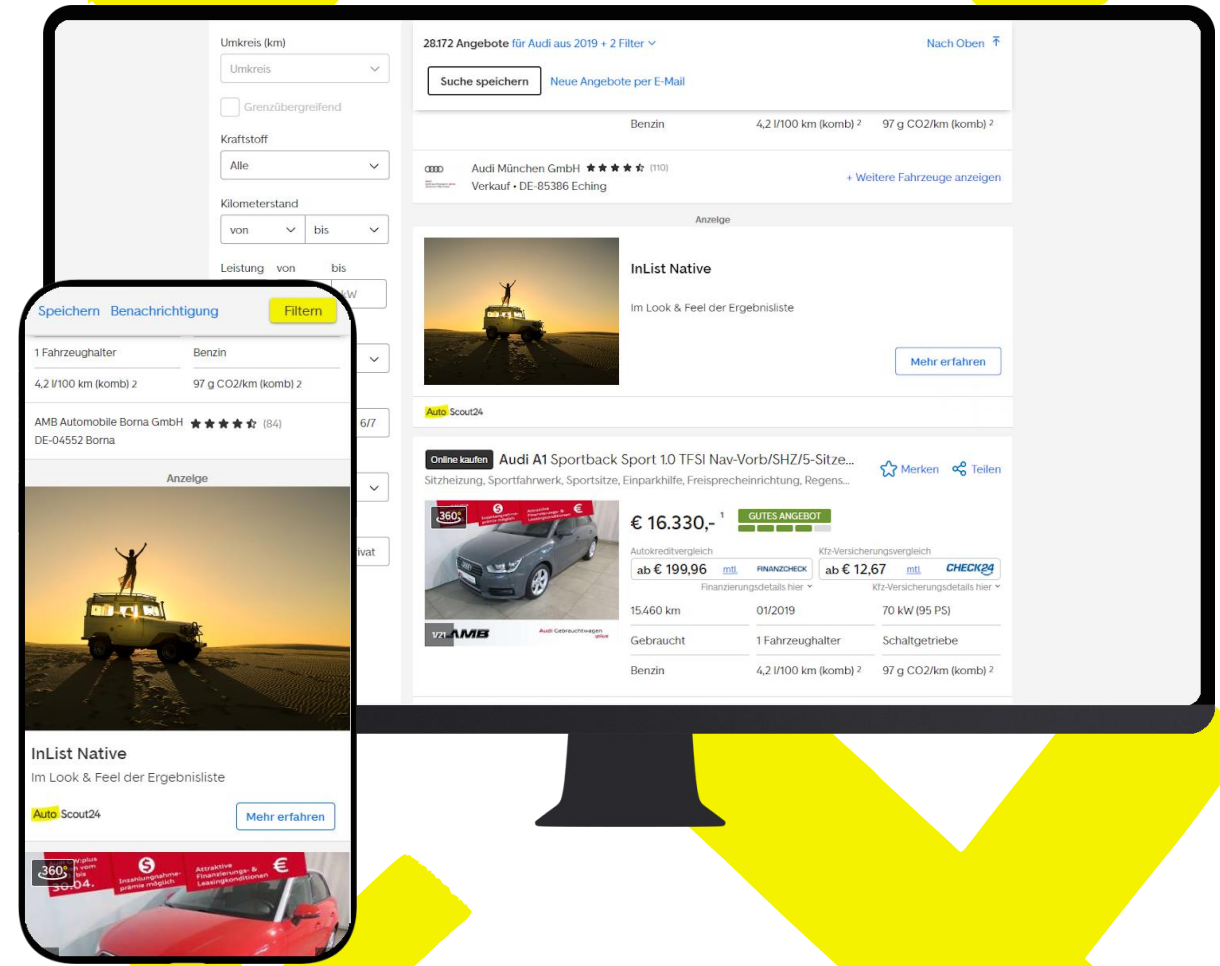
- Text, logo or animation within the image is not allowed

Devices

- Desktop, tablet, MEW, apps

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](#)

InList Native Video

In the look & feel of the resultlist

Description

The special format InList Native Video is a combination of video and text in the look and feel of the listing and fits smoothly into the listpage.

Additional notes

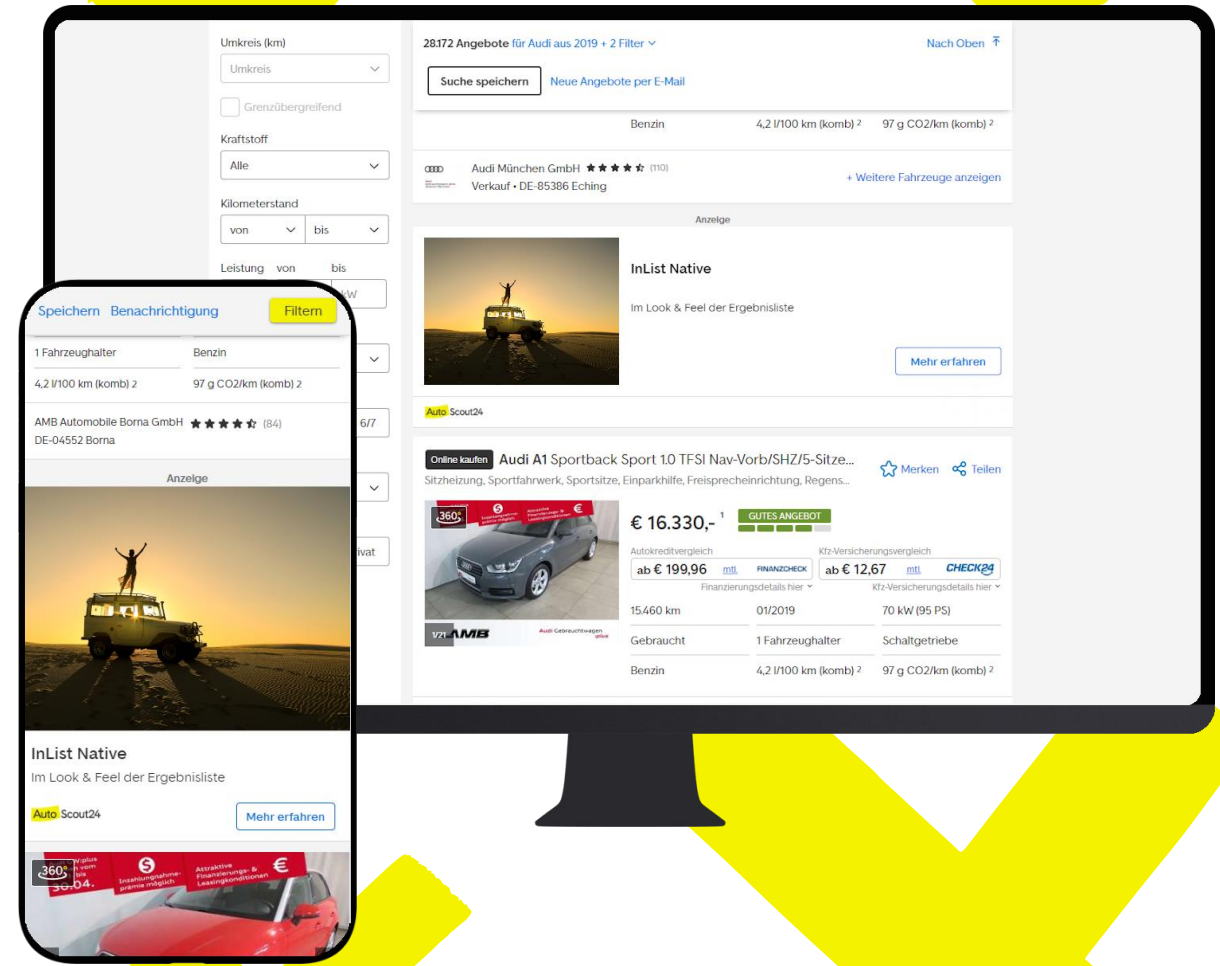
- Text or logo within the video are not allowed

Devices

- Desktop, tablet, MEW, apps

Technical information

- Video: 640x360 px (16:9) | max. 5 MB | MP4
- Logo: 160x80 px | max. 10 KB | JPG/ PNG
- Headline: max. 24 characters | Text: max. 30 characters | CtA: max. 14 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

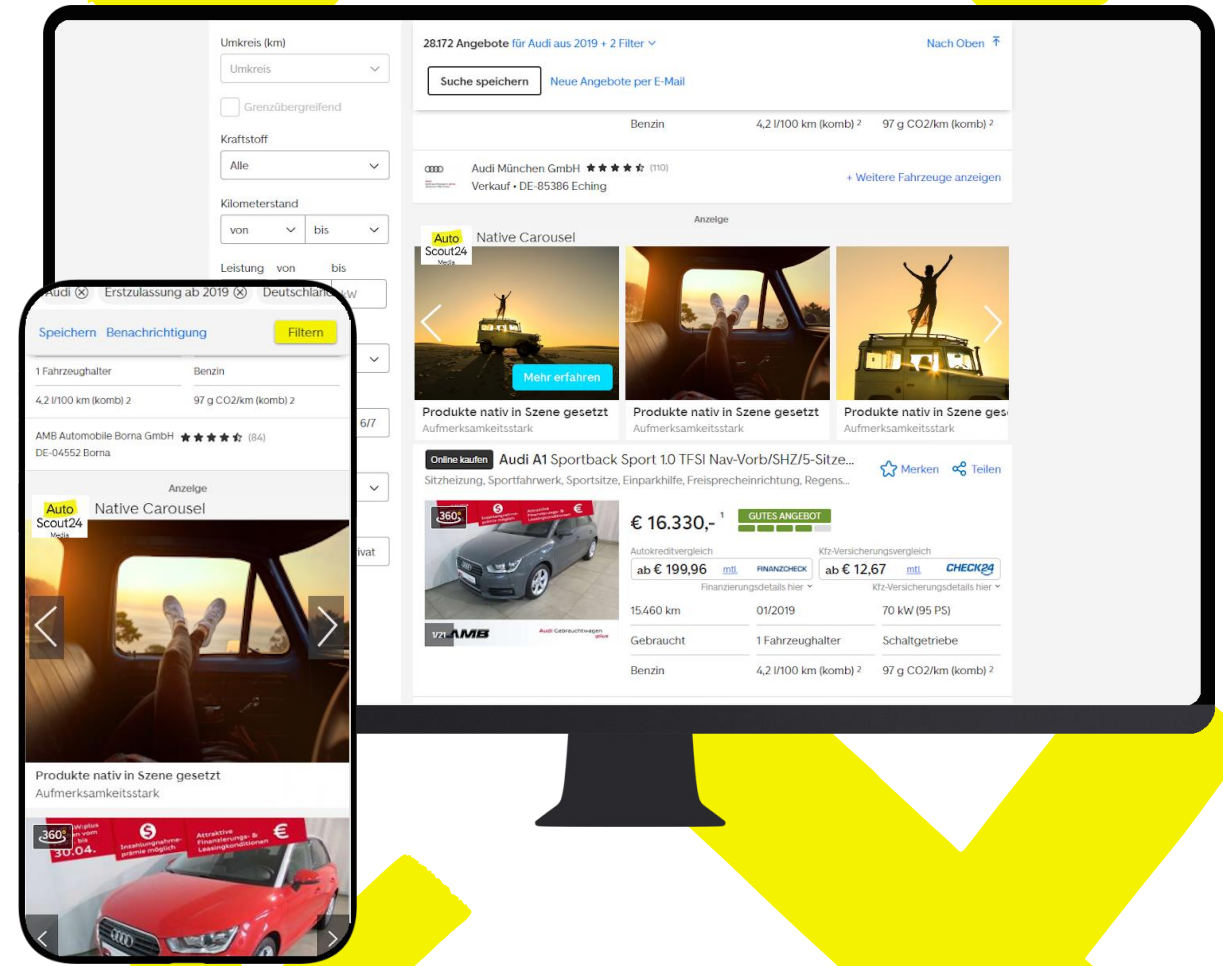
- Text or logo within the image is not allowed

Devices

- Desktop, tablet, MEW, apps

Technical information

- Image: 750x652 px (4:3) | max. 80 KB¹ | 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](#)

Facebook Newsfeed Ad

In the look and feel of the Facebook newsfeed

Description

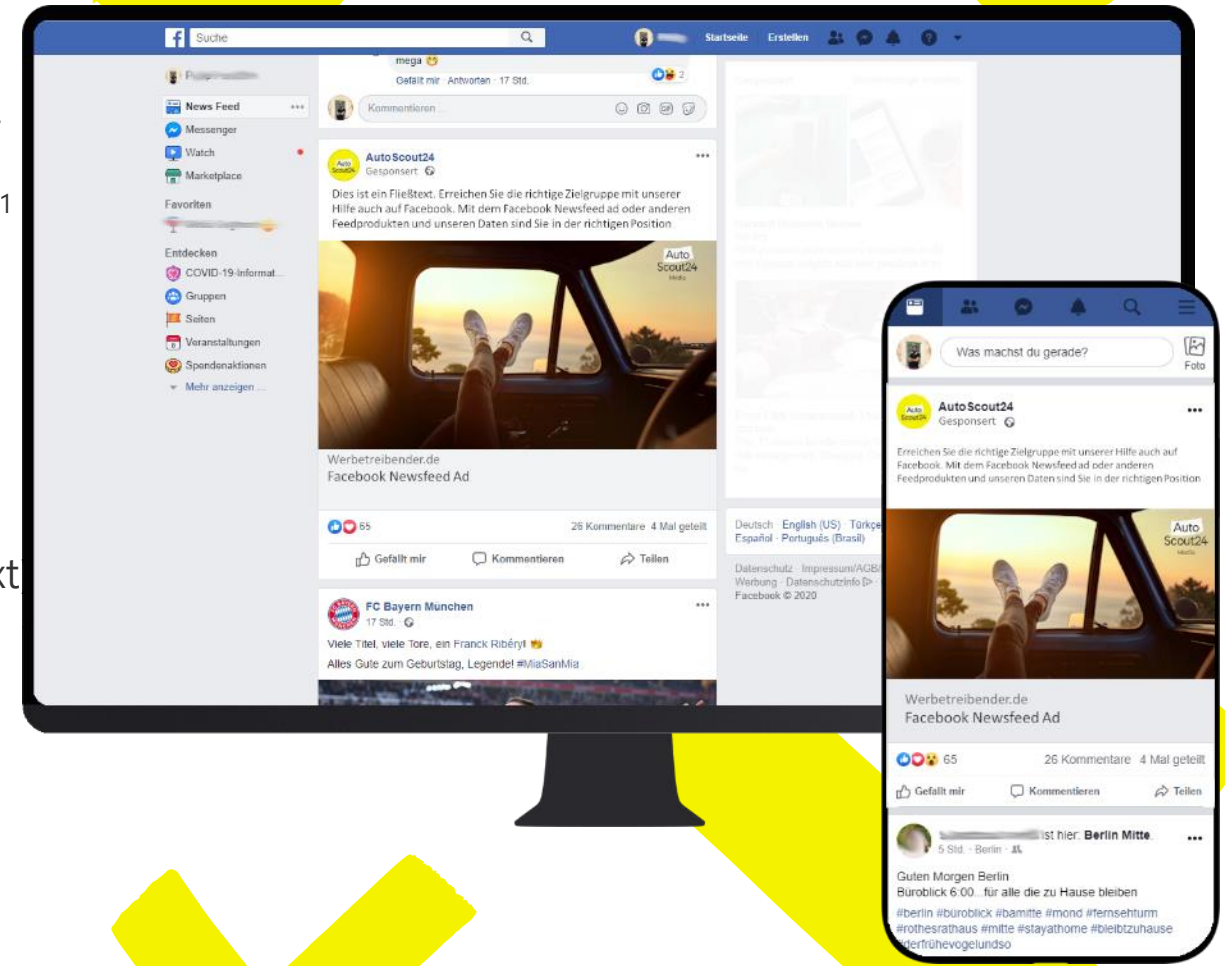
The Facebook Newsfeed Ad is a combination of image and text that appears in the Facebook user's newsfeed. You can choose either AutoScout24 & "in cooperation with ..." or your own brand¹ as sender.

Devices

- Desktop, tablet, MEW, apps

Technical information

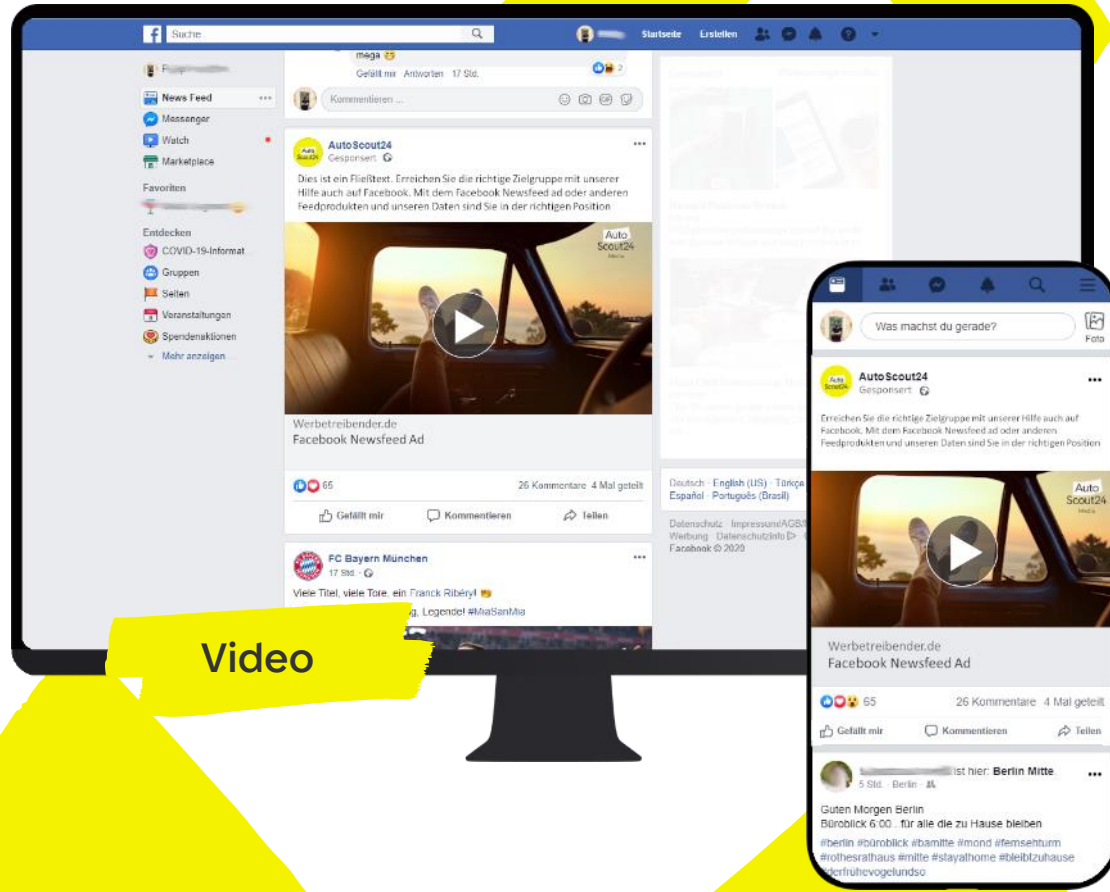
- Image: 1080x1080 px | max. 100 KB | JPG/ PNG (max. 20% Text)
- Headline: max. 25 characters
- Text: max. 125 characters
- Description: max. 30 characters
- Link text: max. 50 characters
- More info [here](#)



1) Facebook Business Manager must be available. Customer must release their page to AutoScout24 as partner. AutoScout24 cannot see or change anything in the customer account
See also [General Information](#)

Further options for Facebook Ads

Interactive and versatile formats



Video

Carousel

Youtube TrueView

Precise addressing with moving images

Description

YouTube TrueView is a video ad which is placed in front of a YouTube content clip using AutoScout24-1st party data. The user can skip the ad after 5 seconds.

Additional notes

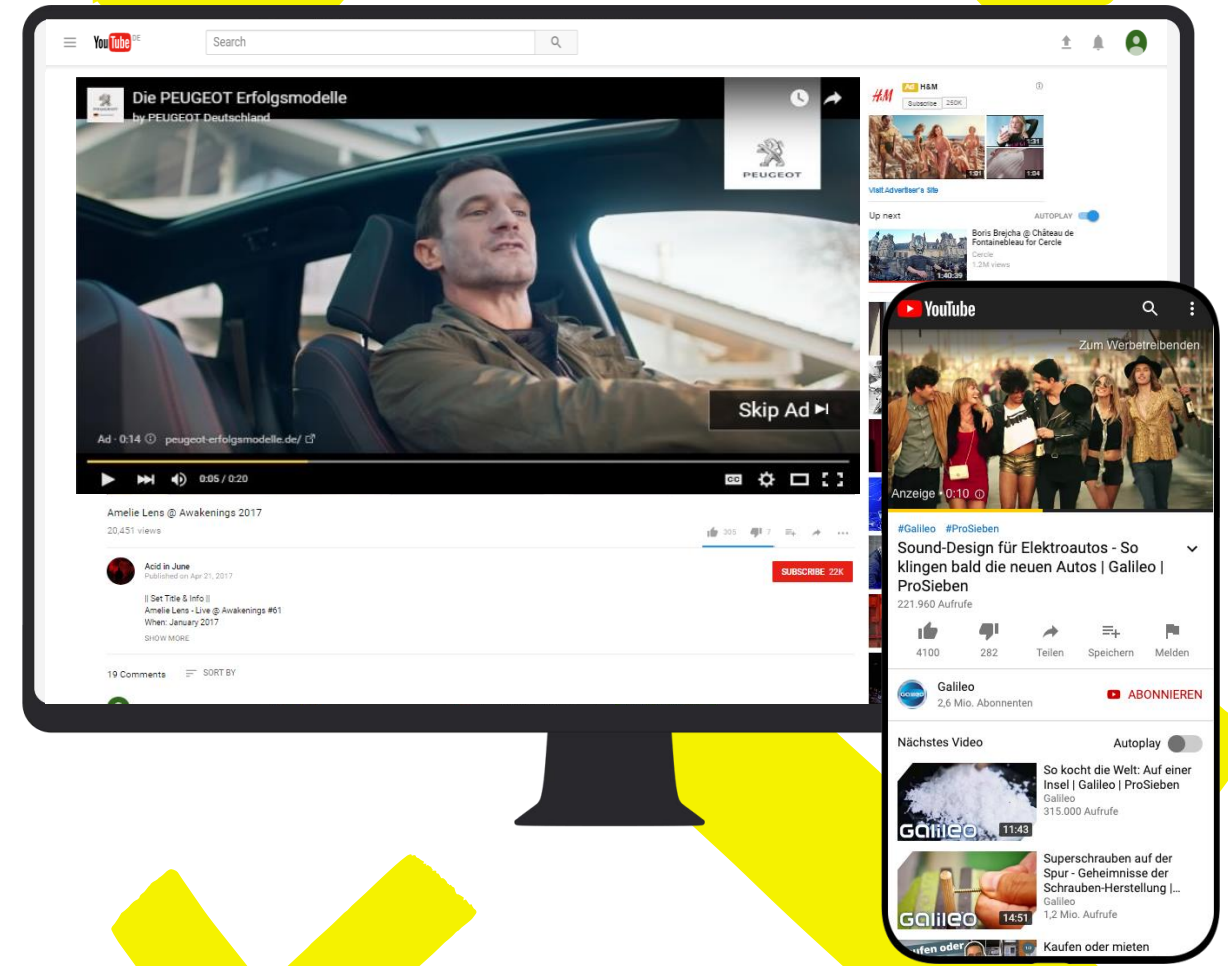
- Video must be uploaded in the Youtube channel with release as public video.

Devices

- Desktop, tablet, MEW, apps

Technical information

- PreRoll (15 or 30 Sec.): 16:9 or 4:3 | Link to youtube video



Advertorial

The innovative communication solution

Description

The advertorial includes a landing page which presents the client's topic by means of media & interactive elements¹. Various ads² link to the landing page.

Additional notes

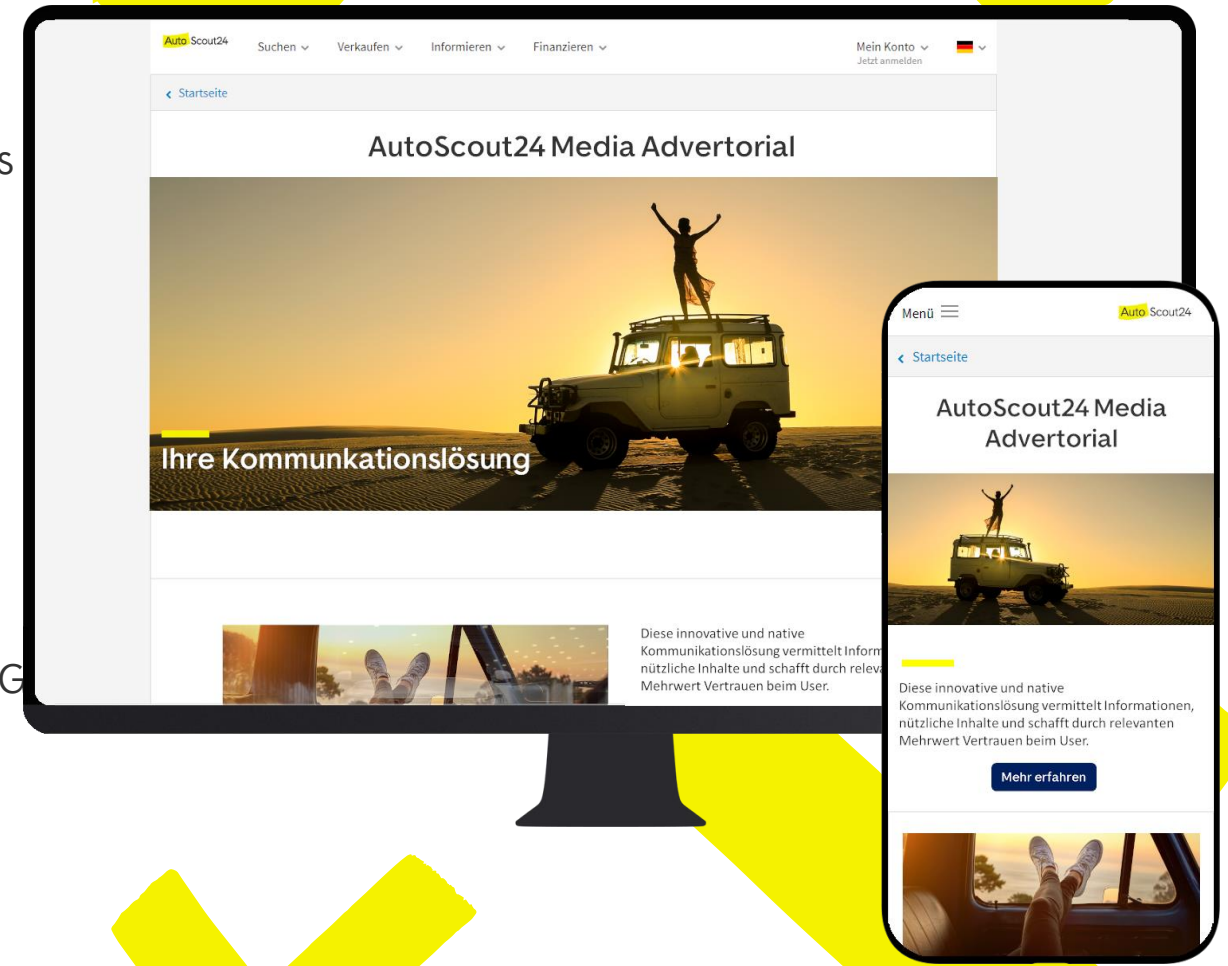
- Run time: min. 4 weeks

Devices

- Desktop, tablet, MEW, apps

Technical information

- Hero image: landscape format | min. 1200 px width | JPG/ PNG
- Additional images: min. 553 px width | JPG/ PNG
- Text: no max. number of characters
- Videos: delivered as Youtube Embed Code
- See the technical information from [InList Native](#) & [AdBundle](#)



1) Possible components: Hero Image, image gallery, contact form, Download Function, Click Outs 2) InList Native & AdBundle Multiscreen
See also [General Information](#)

4. Homepage Events



Guidelines for Homepage Events 1/2

Advertising material must meet all of the following requirements



Advertiser

Homepage events are bookable for car manufacturers, financing and insurance partners and aftermarket advertisers. Excluded is the advertising of OEM-exchanges and advertising of another marketplace - i.e. links from the Fireplace and Brand Box may not go to a page with integrated search.

Images

Use professional and high-quality photo motifs.
Use a picture statement over the entire display (e.g. BrandBox AND Fireplace for takeovers) to complement your core message.

Design

Choose a suitable call-to-action in the advertising material and make sure that it is not larger than ours.
Do not use AutoScout24 elements in your design.
Preserve our brand perception and do not use disturbing elements around our logo and search field.
The colors should not conflict with our color hierarchy.
Make sure that the background of the display is not white. It must be different from the other parts of our site - this applies to both the Brandbox and the Fireplace.
Do not place the disclaimer/legal text inside the brand box. Please use the left or right skyscraper here.

Guidelines for Homepage Events 2/2

Advertising material must meet all of the following requirements



Logo

The advertiser's logo must not be the dominant visual element within the ad.

A maximum of two logos may be used, but no larger than the AutoScout24 logo. One logo in the Brand Box and one in the Fireplace.

Content

Use a simple and focused message across the entire display (e.g. BrandBox AND Fireplace for takeovers). The legal notice must not be longer than two lines and the font size must not exceed 10.

Homepage Takeover Multiscreen

Spectacular branding of the homepage

Description

This daily fixed placement on the homepage consists of the Brandbox (central area behind the search mask) & the Fireplace, which "wraps itself around the page".

Additional notes

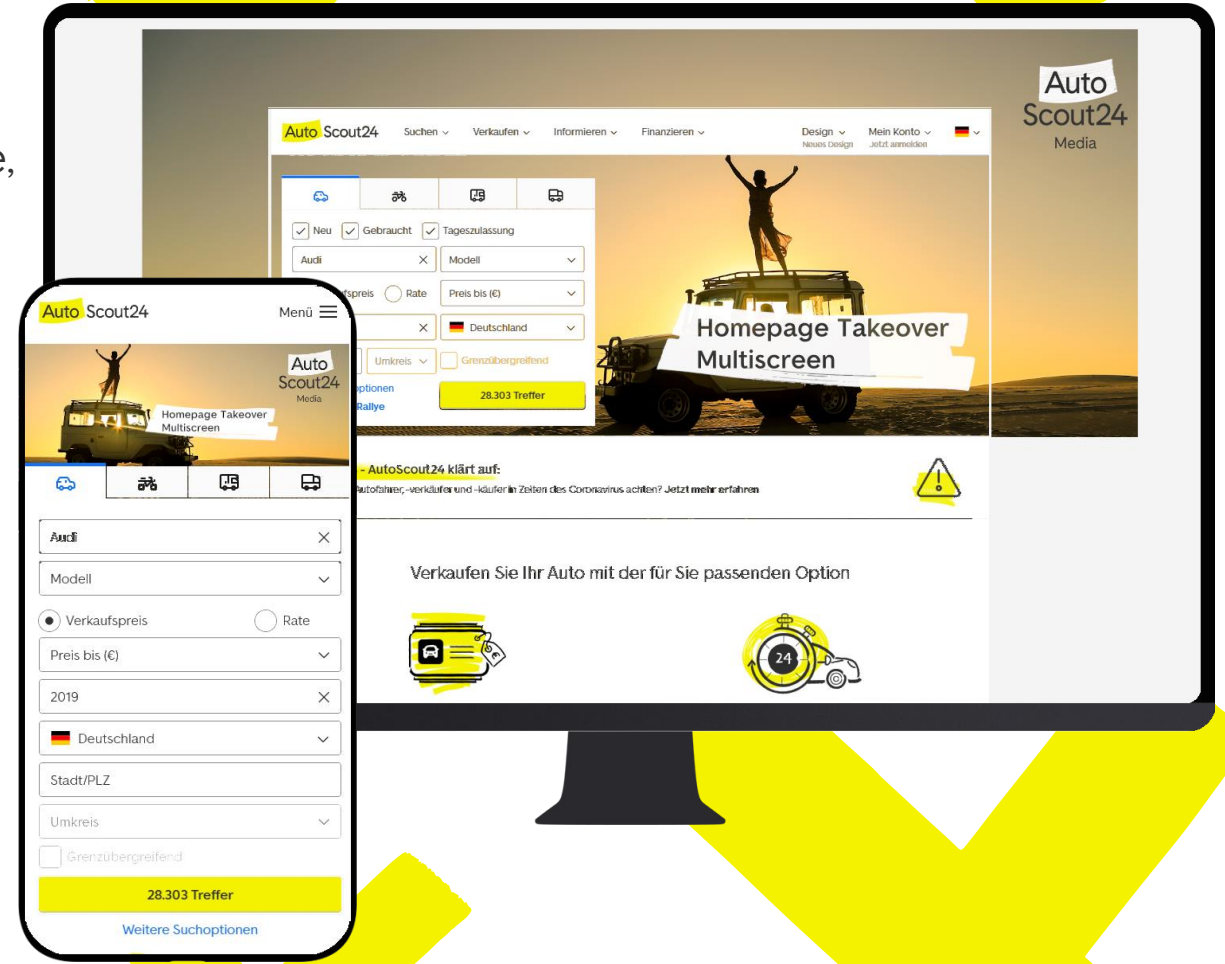
- See the guidelines from the Homepage Event

Devices

- Desktop, tablet, MEW

Technical information

- Brandbox: See [here](#)
- Fireplace¹: 160x600/ 160x1000 px + 1120x90 px | max. 100 KB² | GIF/JPG (alternative: 160x600/ 160x1000 px + 1120x90 px | max. 300 KB | HTML5³)



1) For background colouring: Hexadecimal code 2) Total 3) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Homepage Video Takeover

Homepage moved into the limelight

Description

This daily fixed placement on the homepage consists of the Brandbox with video integration¹ & a Fireplace that "wraps around the page".

Additional notes

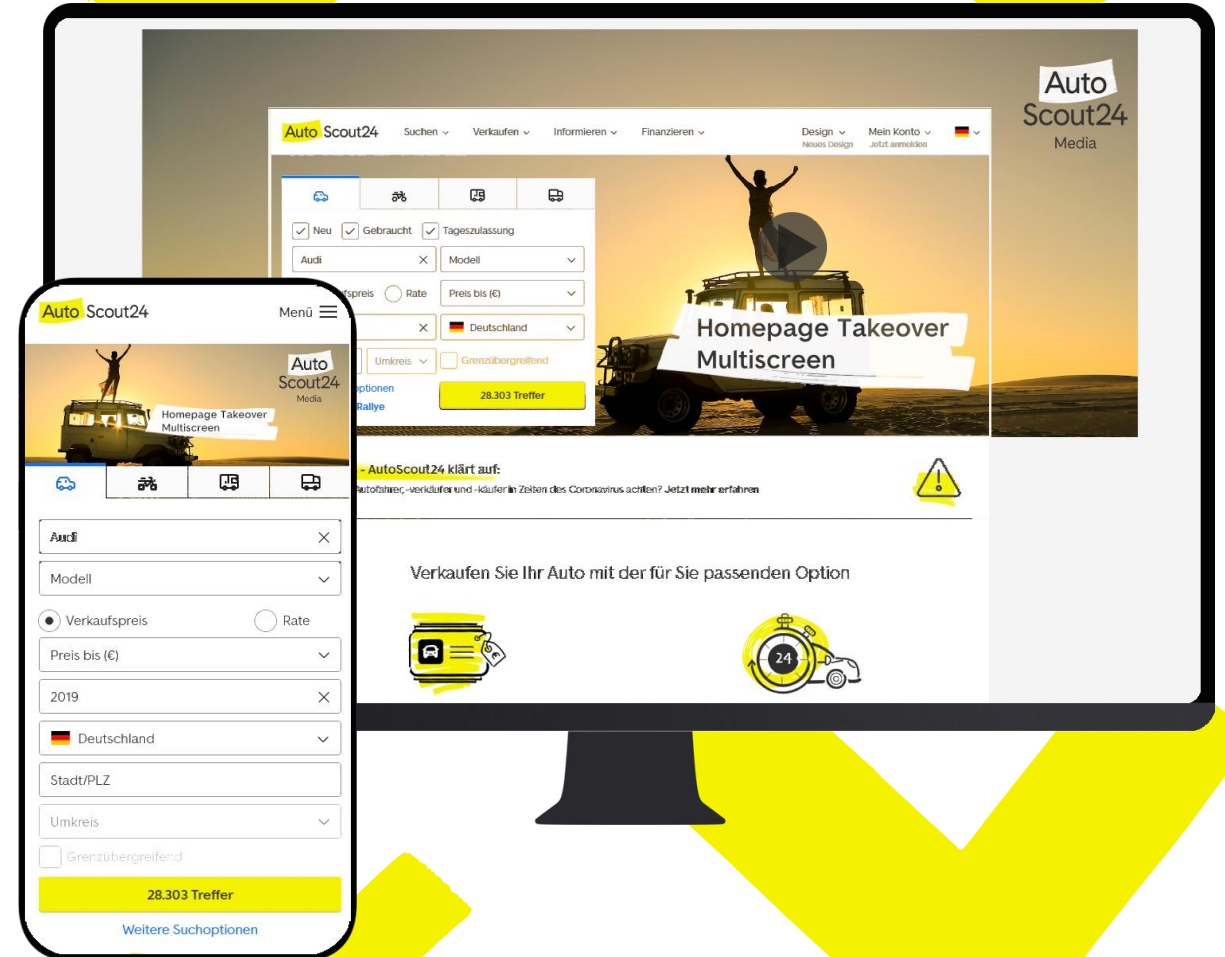
- See the guidelines from the Homepage Event
- Playbutton (60x60 px) is positioned automatically

Devices

- Desktop, tablet, MEW

Technical information

- Video Brandbox (max. 30 Sek, 15-20 sec rec. Audio track activated by default after startup): 16:9 | max. 5 MB | AVI/ MP4/ MPG/ MOV/ WMV
- Fireplace²: 160x600/ 160x1000 px + 1120x90 px | max. 100 KB³ | GIF/JPG (alternative: 160x600/ 160x1000 px + 1120x90 px | max. 300 KB | HTML5⁴



1) Video integration currently only possible on desktop 2) With background colouring: Hexadecimal code 3) Total 4) Please be aware of the notes on [HTML5 advertising material](#)
See also [General Information](#)

Brandbox Multiscreen Option 1

Integrated in the homepage

Description

This daily fixed placement on the homepage consists of the central area behind the search mask (at the place where the AutoScout24 hero image is normally placed).

Additional notes

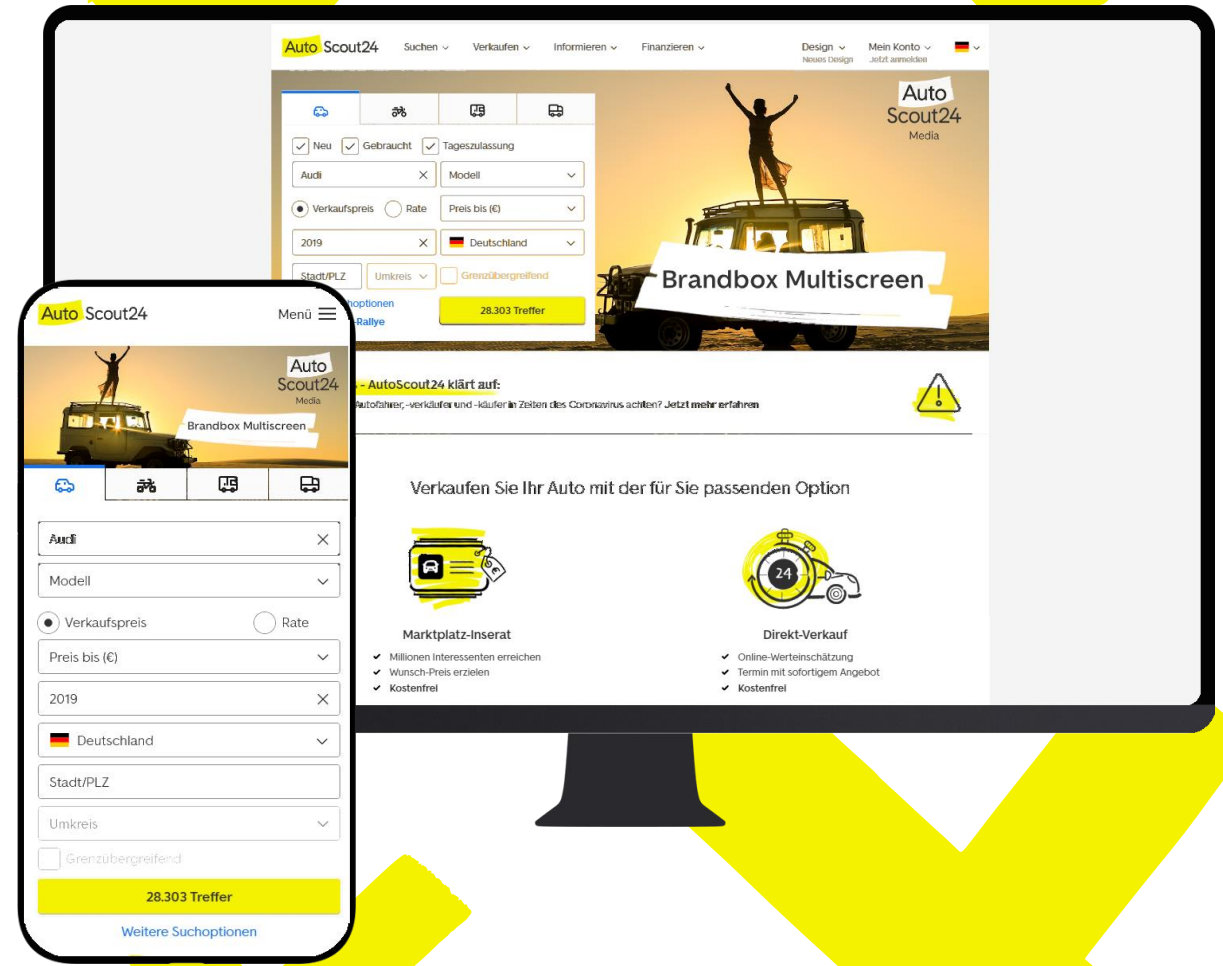
- See the guidelines of the Homepage Event

Devices

- Desktop, tablet, MEW

Technical information (See the next page for visualization)

- M- & L-Size¹: 1100x460 px (visible area from the top right: 260x430 px) | max. 120 KB | JPG/ PNG
- S-Size²: 509x192 px (visible area from the top right: 320x145 px) | max. 40 KB | JPG/ PNG

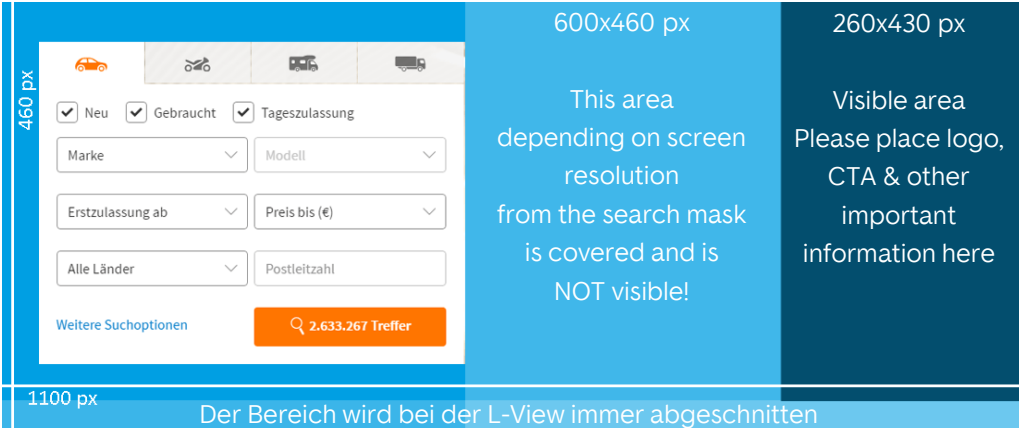


1) From screen width 768 px 2) Screen width 320-509 px
See also [General Information](#)

Brandbox Multiscreen Option 1 Visualization



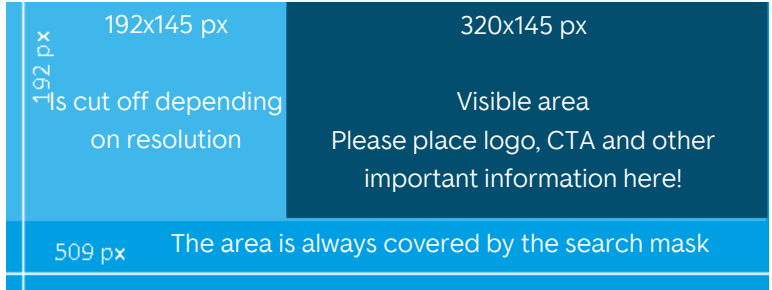
M- & L-Size



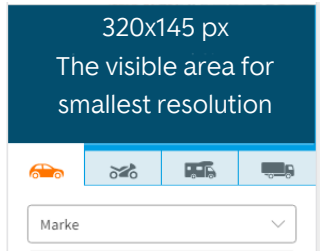
At smallest M-resolution



S-Size



At smallest S-resolution



Brandbox Multiscreen Option 2

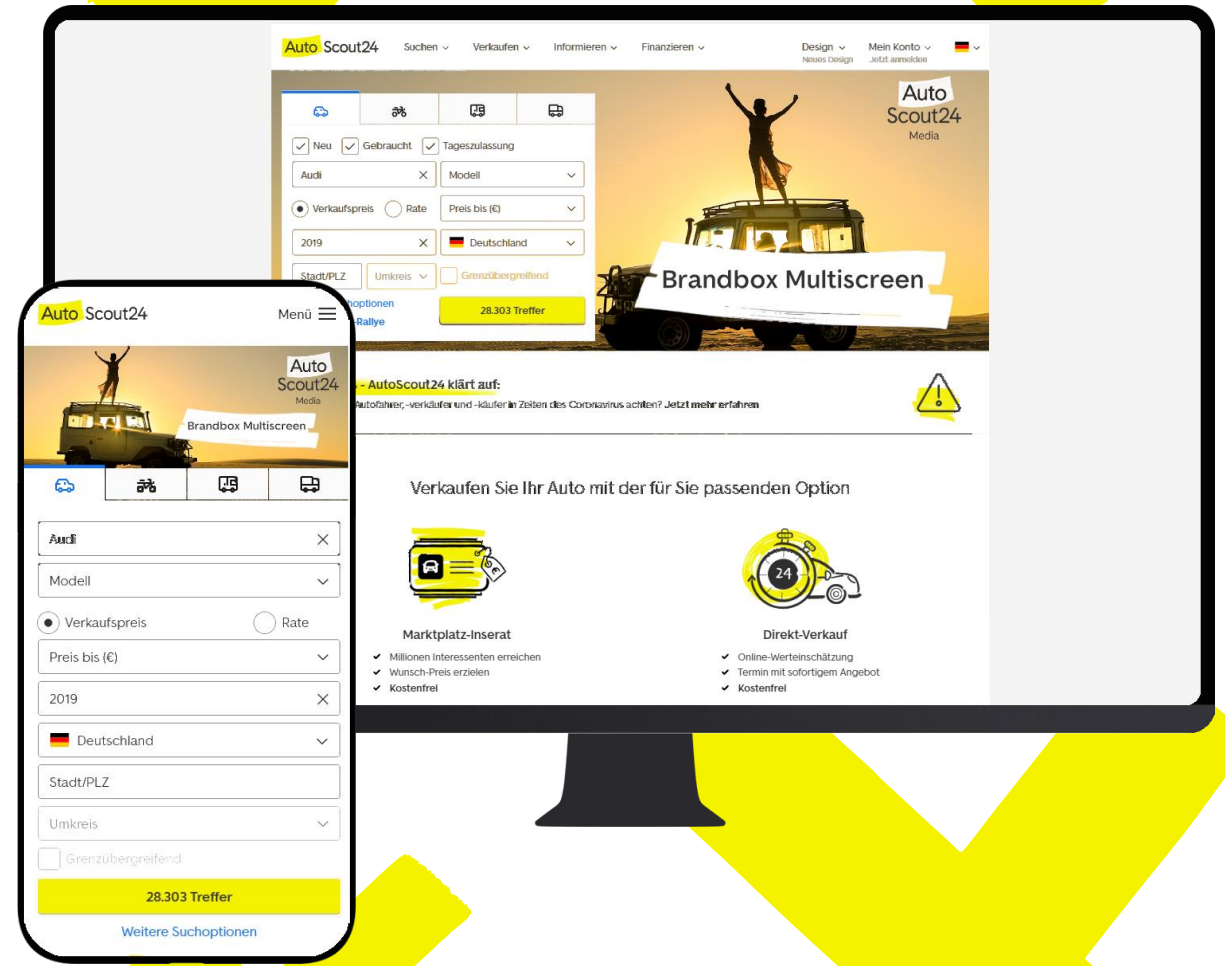
Integrated in the homepage

Additional notes

- See the guidelines of the Homepage Event

Technical information (See the next page for visualization)

- L-Size¹: 1100x430 px (visible area from the top right: 515x430 px) | max. 120 KB | JPG/ PNG
- Big M-Size²: 1023x460 px (visible area from the top right: 388x460 px) | max. 60 KB | JPG/ PNG
- Small M-Size³: 896x460 px (visible area from the top right: 260x460 px) | max. 60 KB | JPG/ PNG
- S-Size⁴: 509x192 px (visible area from the top right: 320x145 px) | max. 40 KB | JPG/ PNG



1) From screen width 1024 px 2) Screen width 897-1023 px 3) Screen width 768-896 px 4) Screen width 320-509 px
See also [General Information](#)

Brandbox Multiscreen Option 2 Visualization



L-Size

430 px

☒ Neu

☒ Gebraucht

☒ Tageszulassung

Marke

Modell

Erstzulassung ab

Preis bis (€)

Alle Länder

Postleitzahl

Weitere Suchoptionen

2.633.267 Treffer

515x430 px

Visible area
Please place logo, CTA & other important information here.

1100 px

Big M-Size

460 px

☒ Neu

☒ Gebraucht

☒ Tageszulassung

Marke

Modell

Erstzulassung ab

Preis bis (€)

Alle Länder

Postleitzahl

Weitere Suchoptionen

2.633.267 Treffer

1023 px

388x460 px
Visible area
Please place logo, CTA & other important information here..

Small M-Size

460 px

☒ Neu

☒ Gebraucht

☒ Tageszulassung

Marke

Modell

Erstzulassung ab

Preis bis (€)

Alle Länder

Postleitzahl

Weitere Suchoptionen

2.633.267 Treffer

260x460 px

Visible area

896 px

S-Size

192 px

☒ Neu

☒ Gebraucht

☒ Tageszulassung

Marke

Modell

Erstzulassung ab

Preis bis (€)

Alle Länder

Postleitzahl

Weitere Suchoptionen

2.633.267 Treffer

509 px

320x145 px
Visible area
Please place logo, CTA & other important information here.

Page 56 Technical Specifications | AutoScout24 Media

Auto
Scout24
Media

5. Integration & Newsletter



Textlinks overview



Product	Devices	Technical Information	Example
Text-Logo Box	Desktop, tablet	Logo: 120x90 px Max. 3 KB JPG / PNG Headline: max. 45 characters Text: double-spaced of max. 45 characters each Link text: max. 40 characters	AutoScout24 Find your dream car. Discover now
Textlink (Detailpage)	Desktop, tablet	Single-spaced with 2 text blocks of max. 25 characters each, separated by "-", link in 2nd text block	Finance a car from 200 € – To the finance check
Textlink (Footer)	Desktop, tablet	Headline: max. 40 characters Text: max. 220 characters Link text: max. 40 characters	Finding a car made easy We have your dream car. Discover now
Textlink (Gallery)	Desktop, tablet	Double-spaced of max. 30 characters, link in 2nd line	Finance a car from 200 €. To the finance check

Text-Logo Box

Top placement for financial service providers

Description

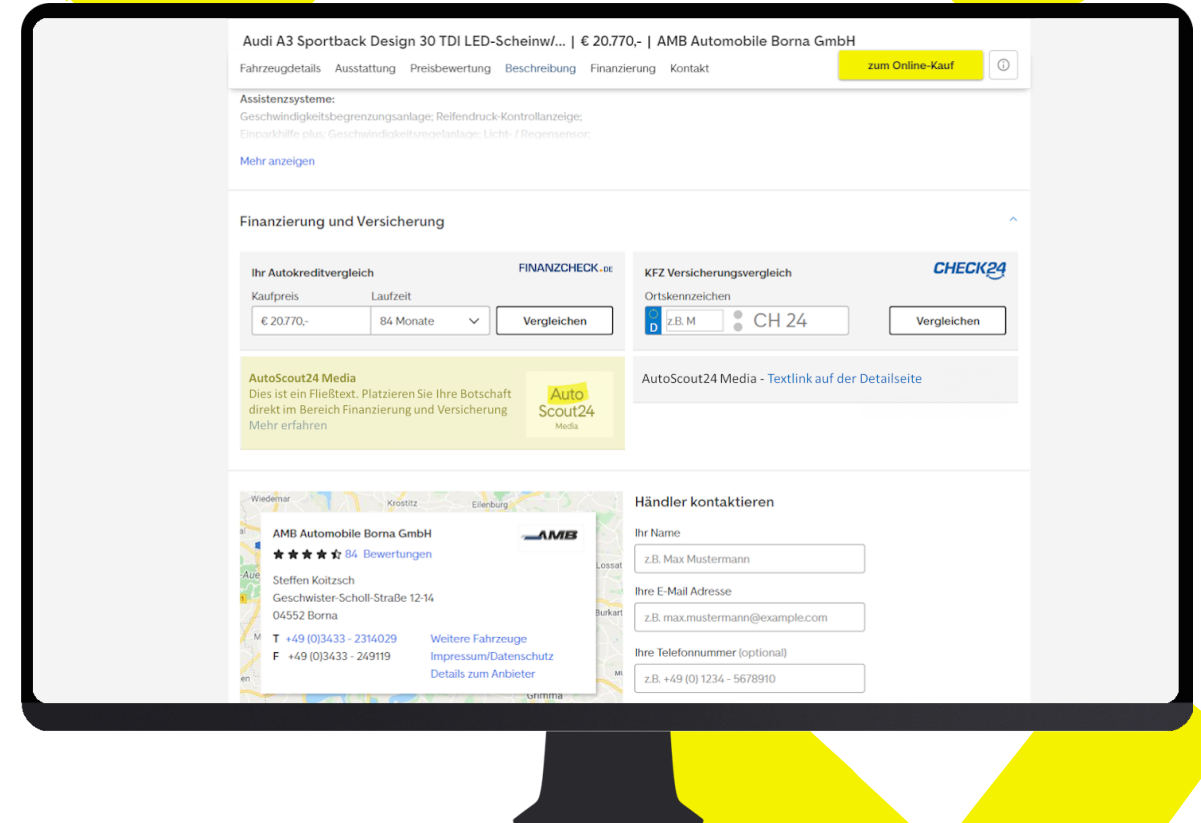
The Text-Logo Box is a native integration on the detailpage of AutoScout24 and is placed below the financing and insurance details.

Devices

- Desktop, tablet

Technical information

- Logo: 120x90 px | max. 3 KB | JPG/ PNG
- Headline: max. 45 characters
- Text: 2 lines of max. 45 characters each
- Link text: max. 40 characters



Textlink Detailpage

An integral part of the detailpage

Description

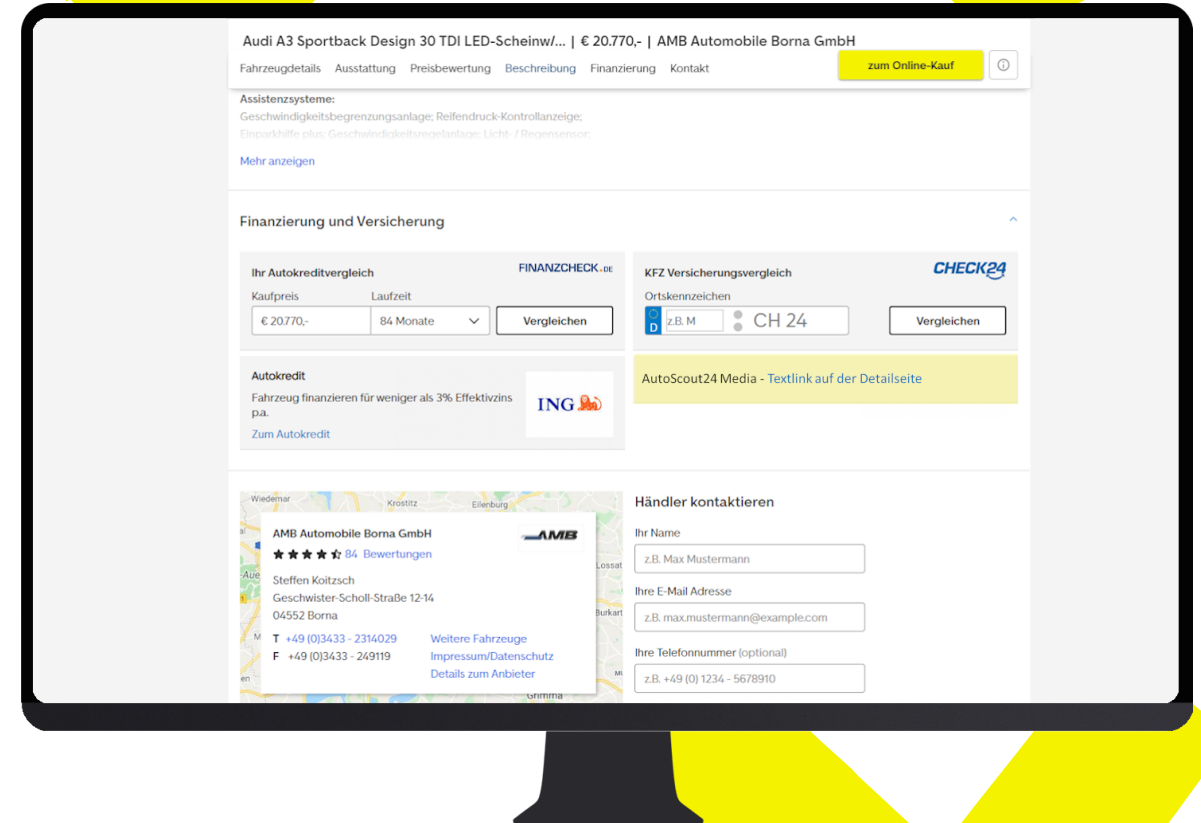
This textlink is a native integration on the detailpage of AutoScout24 and is placed below the financing and insurance details.

Devices

- Desktop, tablet

Technical information

- Single-spaced with 2 text blocks of max. 25 characters each
- separated by "-"
- Link in the 2nd text block



Textlink Footer

Native integration on the detailpage

Description

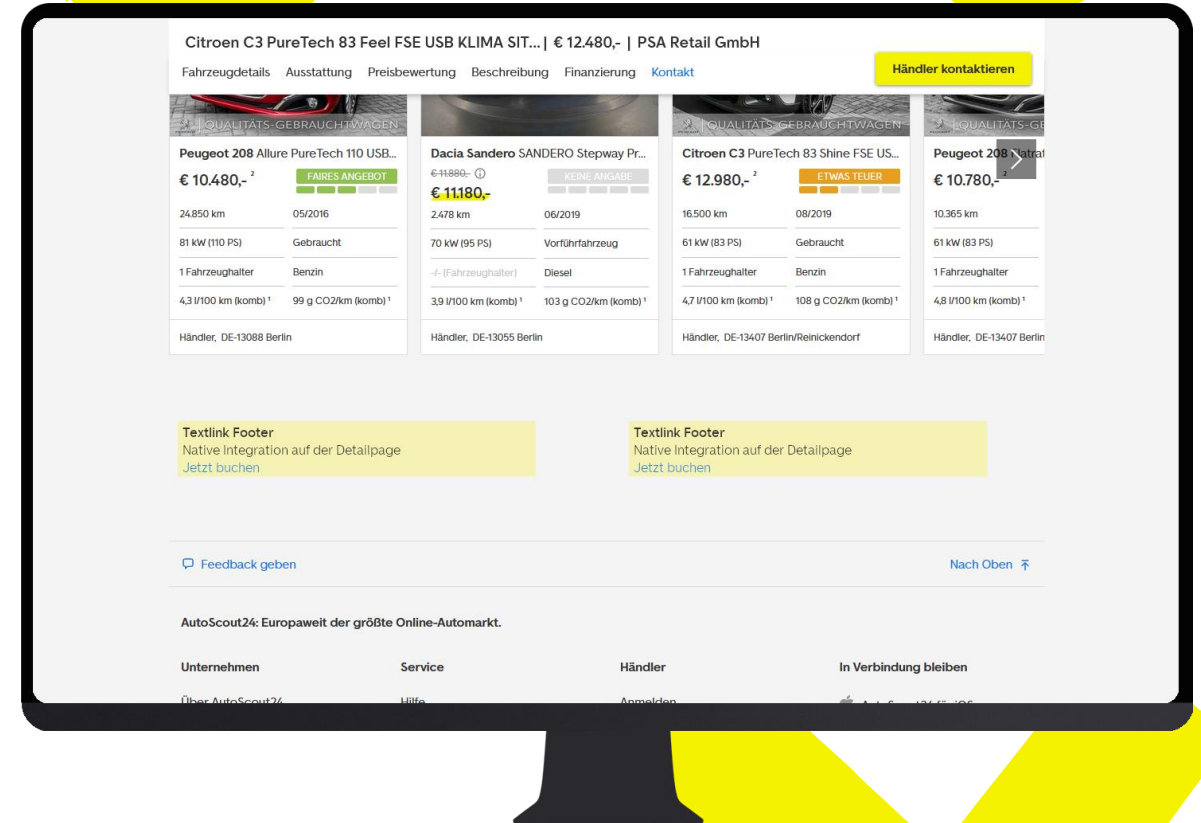
This textlink is a native integration on the detailpage of AutoScout24 and is placed at the end of the page below other vehicle suggestions.

Devices

- Desktop, tablet

Technical information

- Headline: max. 40 characters
- Text: max. 220 characters
- Link text: max. 40 characters



Detailpage Service Ad

Suitable service in native environment

Description

The Detailpage Services Ad is a combination of image and text that is integrated harmoniously on the detailpage in page width between service links and the map.

Additional notes

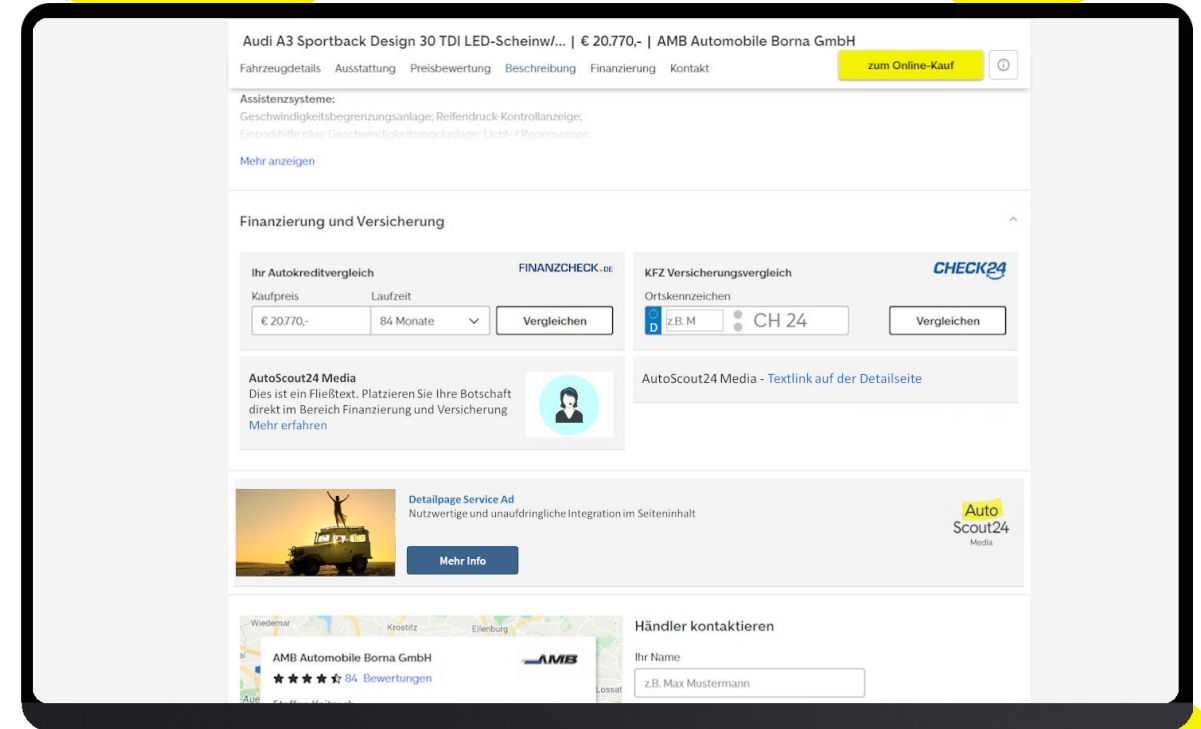
- Text, logo or animation in the image not allowed

Devices

- Desktop, tablet

Technical information

- Image: 211x120 px | max. 40 KB | GIF/ JPG/ PNG
- Logo: 80x80 px | max. 10 KB | JPG/ PNG
- Headline: max. 40 characters
- Text: max. 90 characters
- CtA: max. 20 characters



Textlink Gallery

An integral part of the gallery

Description

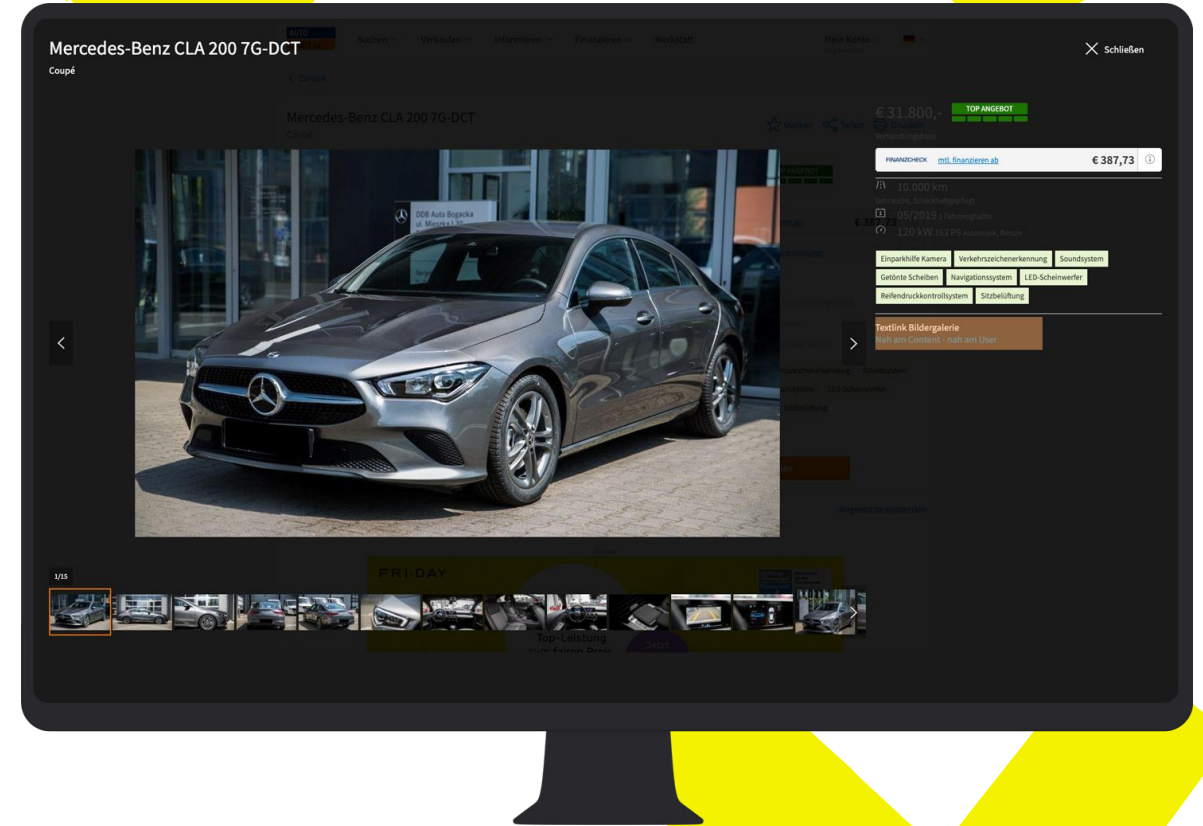
This text link is a native integration within the lightbox of the gallery on AutoScout24 and is placed below the vehicle details.

Devices

- Desktop, tablet

Technical information

- Double-spaced of max. 30 characters each
- Link in 2nd line



Branded Newsletter

Exclusive placement in the newsletter

Description

The Branded Newsletter consists of a banner (600x180 px), which is placed exclusively in the AutoScout24 Newsletter between the editorial articles.

Additional notes

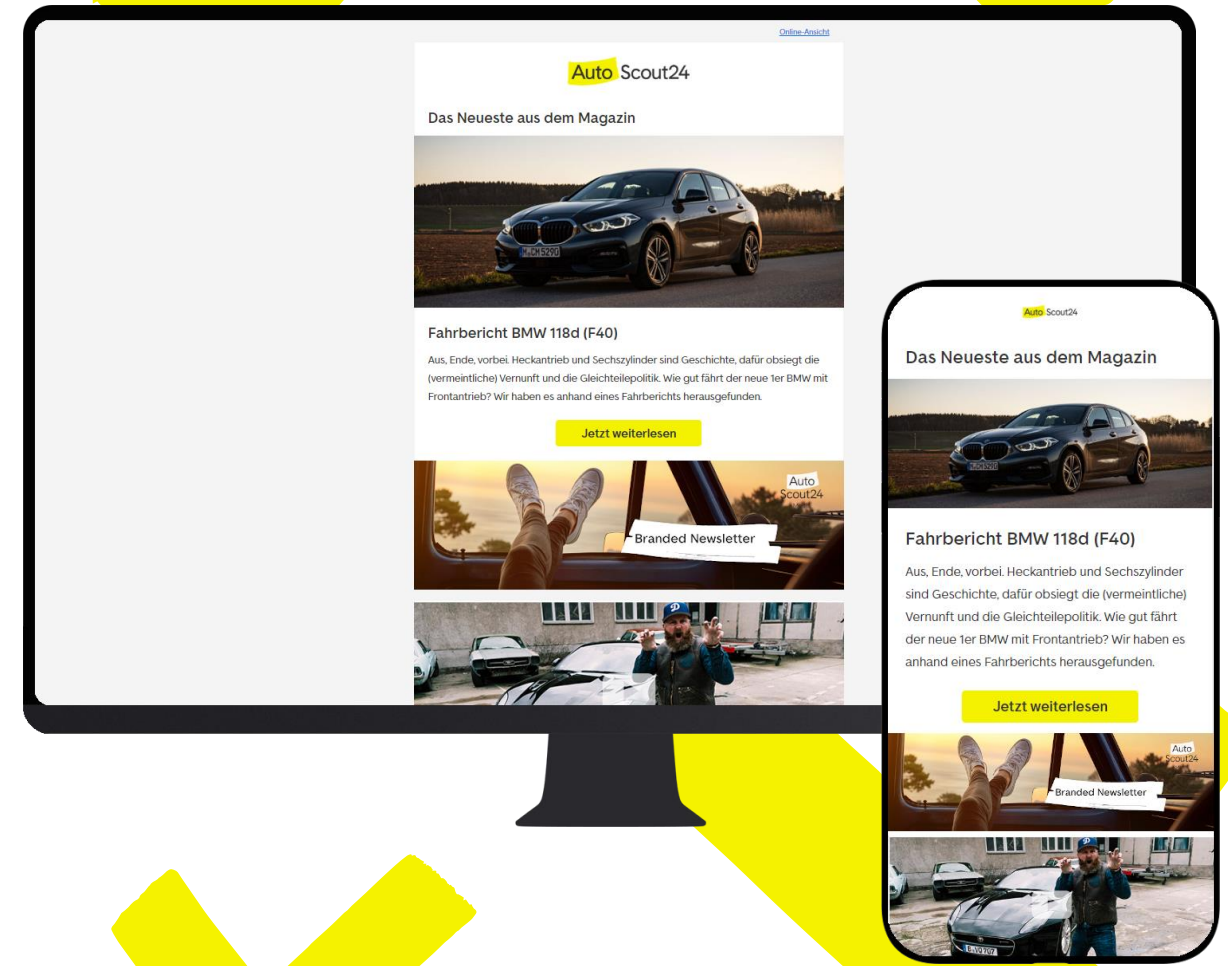
- The use of a tracking pixel is not possible due to the restrictions in the email clients

Devices

- Desktop, tablet, MEW

Technical information

- Dimensions: 600x180 px (on mobile the banner is scaled)
- File size: max. 80 KB
- File format: JPG/ PNG



Thank you for your
attention.



AutoScout24 Media

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Media