

# Technical Specifications AutoScout24 Media



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AutoScout24 Media Product Team

**Auto**  
**Scout24**  
Media

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# 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](mailto: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>`). Redirects from third-party vendors must read the IAB TCF consent string or enable a possibility for transfer via placeholders (e.g. `$ {GDPR}` and `$ {GDPR_CONSENT_XXXX}`).

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

### File weight

PC-Web/ Tablet: Max. 250 KB<sup>1</sup> Smartphone: Max. 50 KB<sup>1</sup>

Subload: Max. 2 MB

Please note: No single element of HTML5 creative may exceed 2 MB.

For further information (eg. compression, click-tag integration, streaming) please refer to the [IAB-Standards](#), as well as the [HTML5-guidelines of the OVK](#). We also recommend using the [IAB LEAN guidelines](#) incl. Initial- and Subload.

### 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



### Validity

Only the performance metrics recorded by the Ad Server of AutoScout24 Media are relevant for the fulfillment of the campaign.

### CPU load

The ad may not use the main thread for more than 60 seconds or 15 seconds in any 30-second window. Find more information regarding Heavy Ads [here](#).

### Background Colours

The CI color of AutoScout24 (#F5F200) is not allowed.

### HTML5

HTML5 advertising material can only be delivered via redirect  
Comprehensive information on HTML5 advertising material can be found [here](#).

### Postmessage

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 to (re-)load content, it must be ensured that these systems provide high availability and performance 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.

### **Streaming and Initial-/Subload**

The file accessing the stream/subload download must meet our file weight specifications. For videos with stop function, the stream must be closed as soon as the user clicks Stop.



# General Technical Guidelines 3/3

## Advertising material must meet technical requirements



### SSL-compliant (HTTPS)

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

### Links

The links of the Devices must open in a new window.

### 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

### Flexible or Responsive Ads

The term “responsive” refers to flexible ad sizes as defined by the IAB. The Sitebar creative can have a vertical aspect ratio of 1:4, 1:3 or 1:2. Rich Media creative hosting vendors or HTML5 authoring tools call them Interstitial (Google), Deluxe Banner (Sizmek), Fully-Fluid™ (ResponsiveAds) or dynamic/scalable. Please ask your vendor for assistance in providing IAB-compliant flexible ads for the Dynamic Sitebar ad format.

# 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                                                                                                   | Add. specifications               |
|------------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Super Banner                 | Desktop, Tablet            | 728x90 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                     |                                   |
| Medium Rectangle             | Desktop, Tablet            | 300x250 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Skyscraper                   | Desktop, Tablet            | 120x600 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Wide Skyscraper              | Desktop, Tablet            | 160x600 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Lightbox Ad                  | Desktop, Tablet            | 300x250 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Halfpage Ad                  | Desktop, Tablet            | 300x600 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Billboard                    | Desktop, Tablet            | 800x250 px or 970x250 px   max. 250 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                      |                                   |
| Mobile Banner                | MEW, Apps                  | 320x100 px   max. 50 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                     | Optional 300x100 px also possible |
| Mobile Medium Rectangle      | MEW, Apps                  | 300x250 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| Medium Rectangle Multiscreen | Desktop, Tablet, MEW, Apps | 300x250 px   max. 150 KB initial <sup>1</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG                                    |                                   |
| AdBundle Multiscreen         | Desktop, Tablet, MEW, Apps | 728x90 px + 120x600/160x600 px + 300x250 px   max. 150 KB initial <sup>1,3</sup>   HTML5 Redirect <sup>2</sup> /GIF/JPG |                                   |

# Super Banner

The classic one in online advertising

## Description

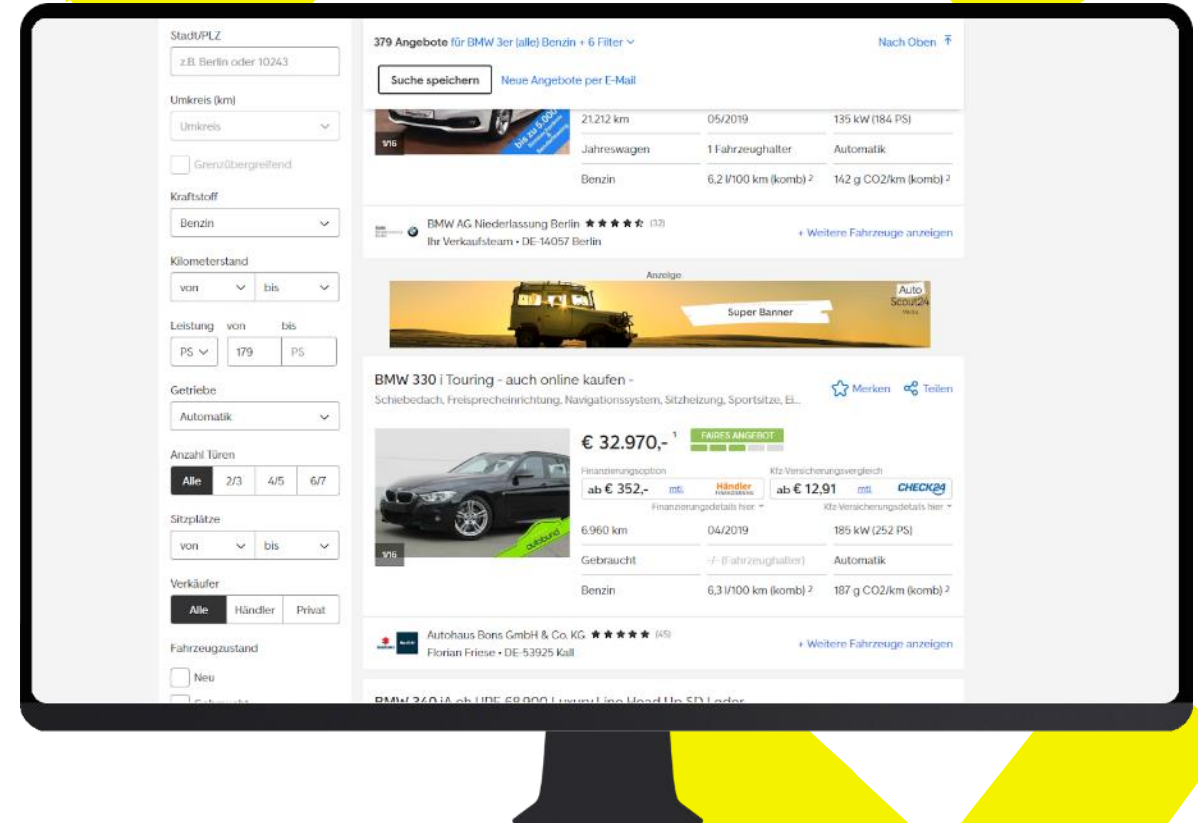
The Super Banner is one of the classic standard formats. It is characterized especially by its elongated format.

## Devices

- Desktop, tablet

## Technical information

- Dimensions: 728x90 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# Medium Rectangle

Prominent placement close to the content

## Description

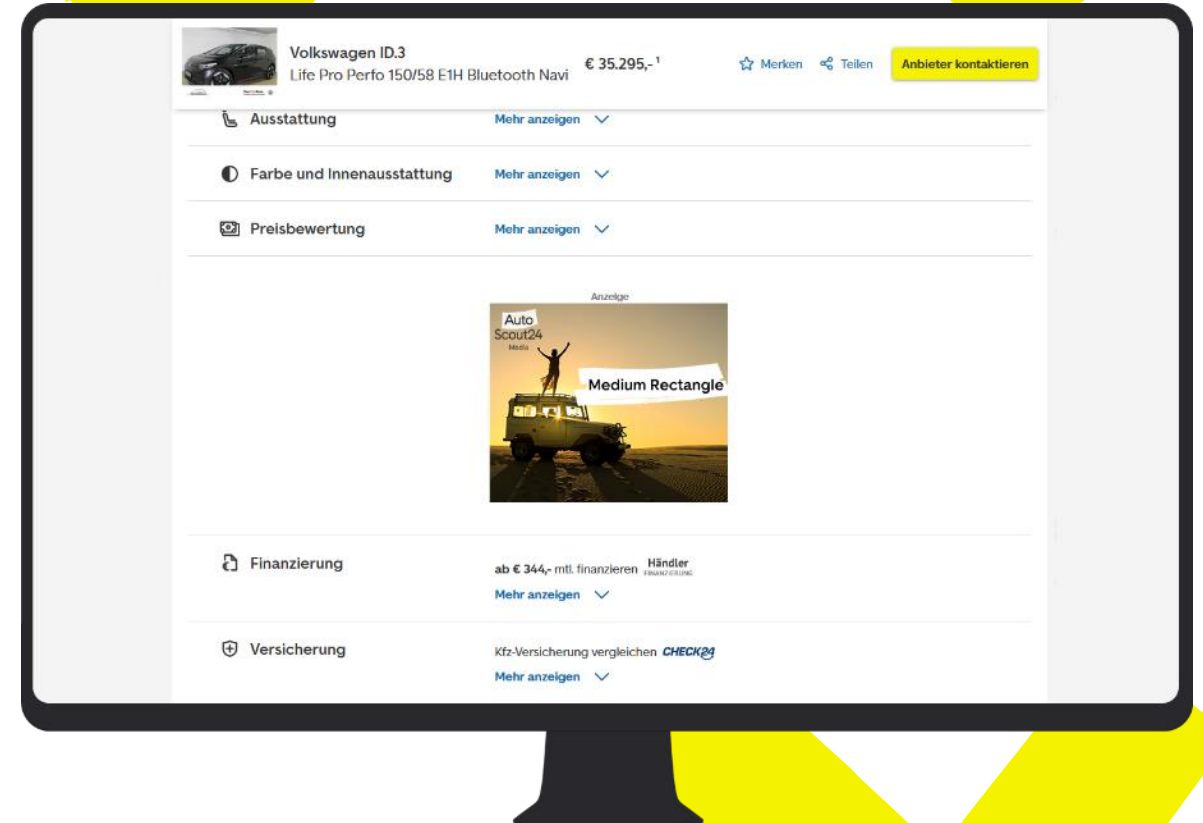
The Medium Rectangle is one of the classic standard formats. It is characterized by its compact, almost square dimensions.

## Devices

- Desktop, tablet

## Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)



# (Wide) Skyscraper

Always in view of the user

## Description

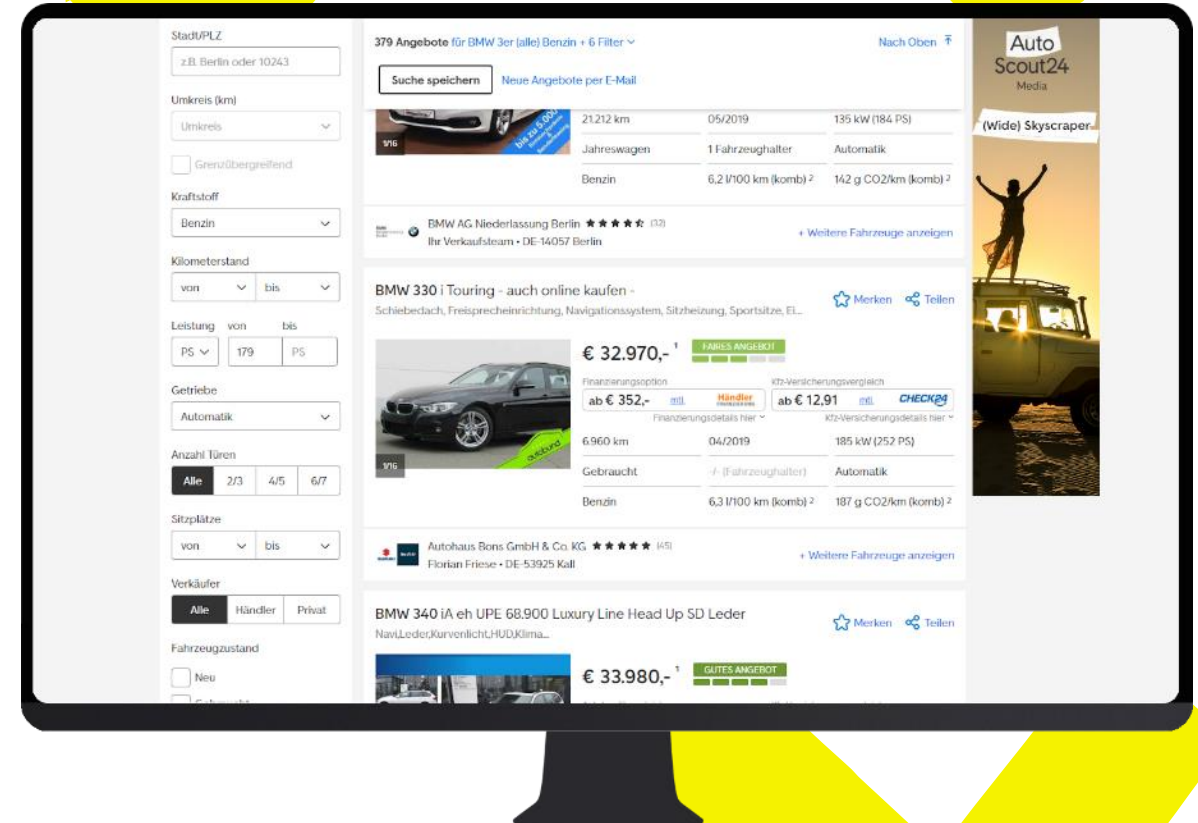
The (Wide) Skyscraper is one of the classic standard formats. It is characterized by its portrait format and remains sticky up to a certain scroll depth.

## Devices

- Desktop, tablet

## Technical information

- Dimensions: 120x600px oder 160x600 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) See also [General Information](#)

# Lightbox Ad (Medium Rectangle)

## Placement in the gallery

### Description

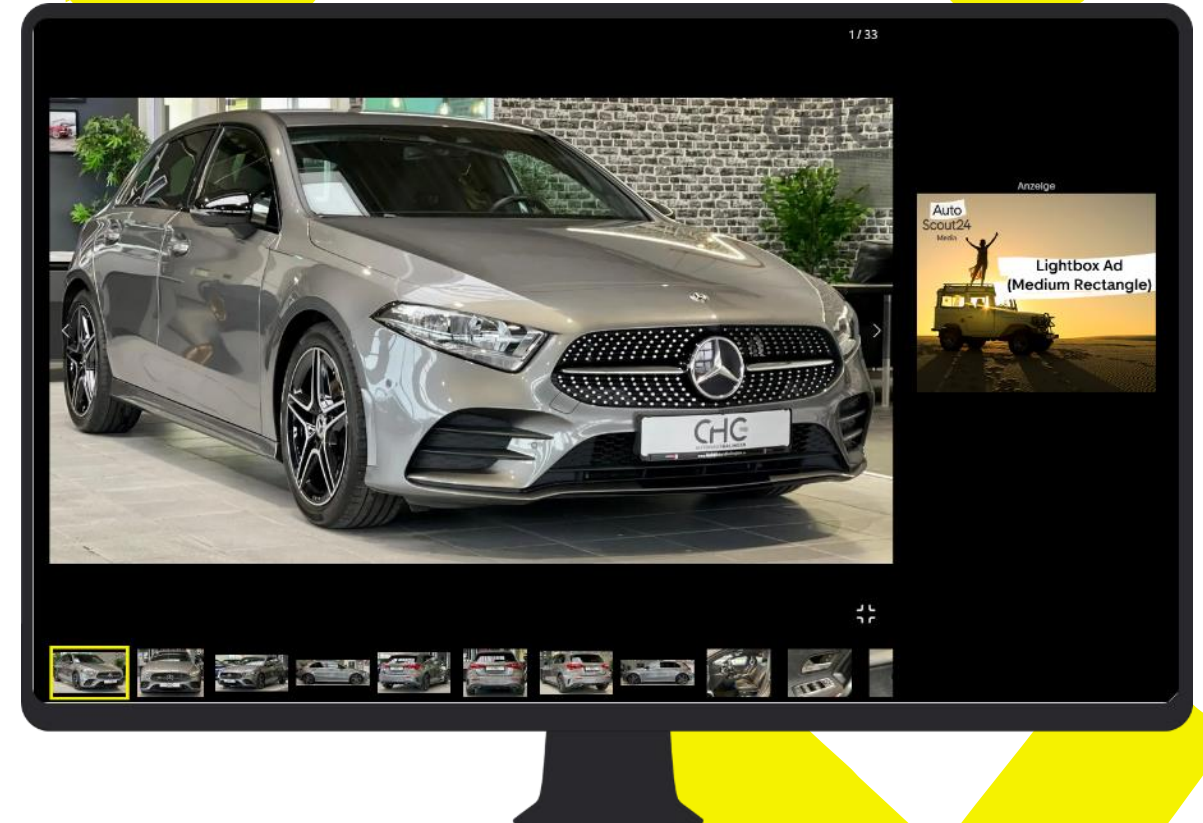
The Lightbox Ad consists of the standard format Medium Rectangle, which is prominently displayed in the Lightbox of the gallery.

### Devices

- Desktop, tablet

### Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# Halfpage Ad

## Advertising vertically staged

### Description

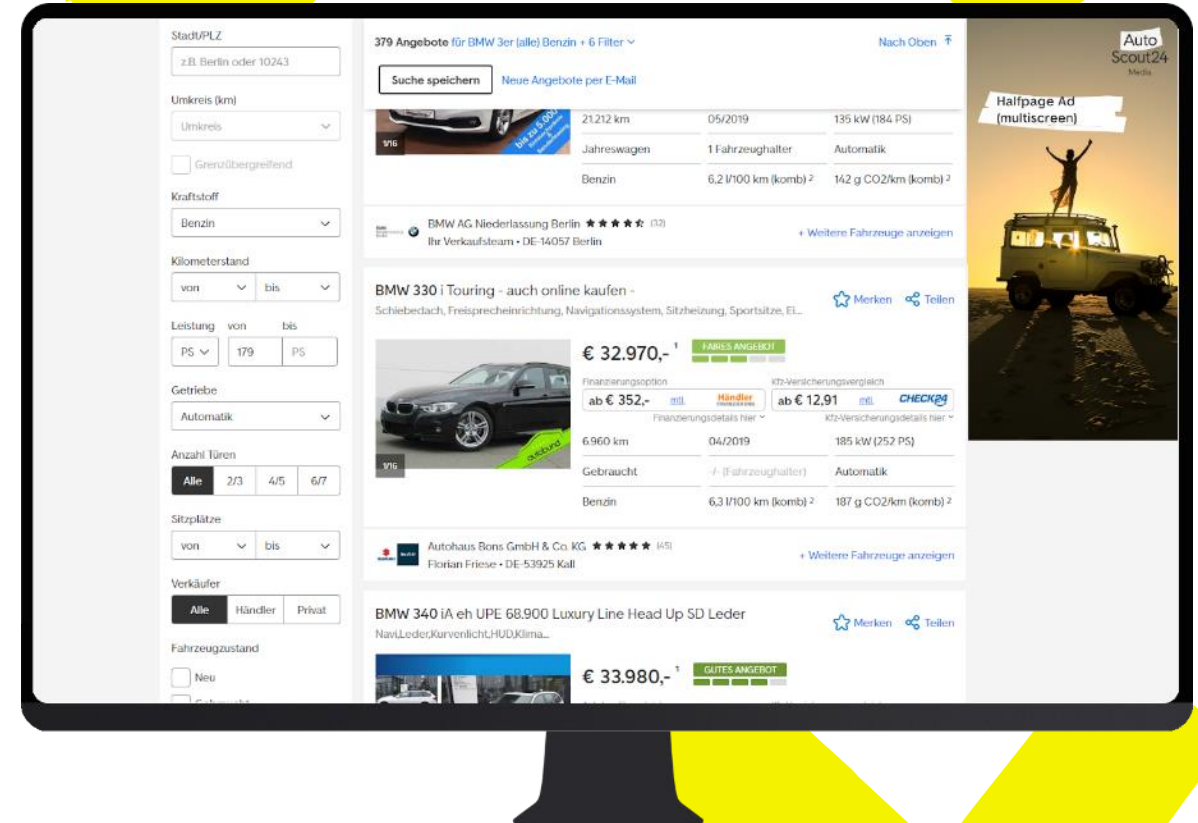
The standard format Halfpage Ad is characterized by its wide portrait format and remains sticky to a certain scrolling depth.

### Devices

- Desktop, tablet

### Technical information

- Dimensions: 300x600 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# Billboard

Effective and maximum presence

## Description

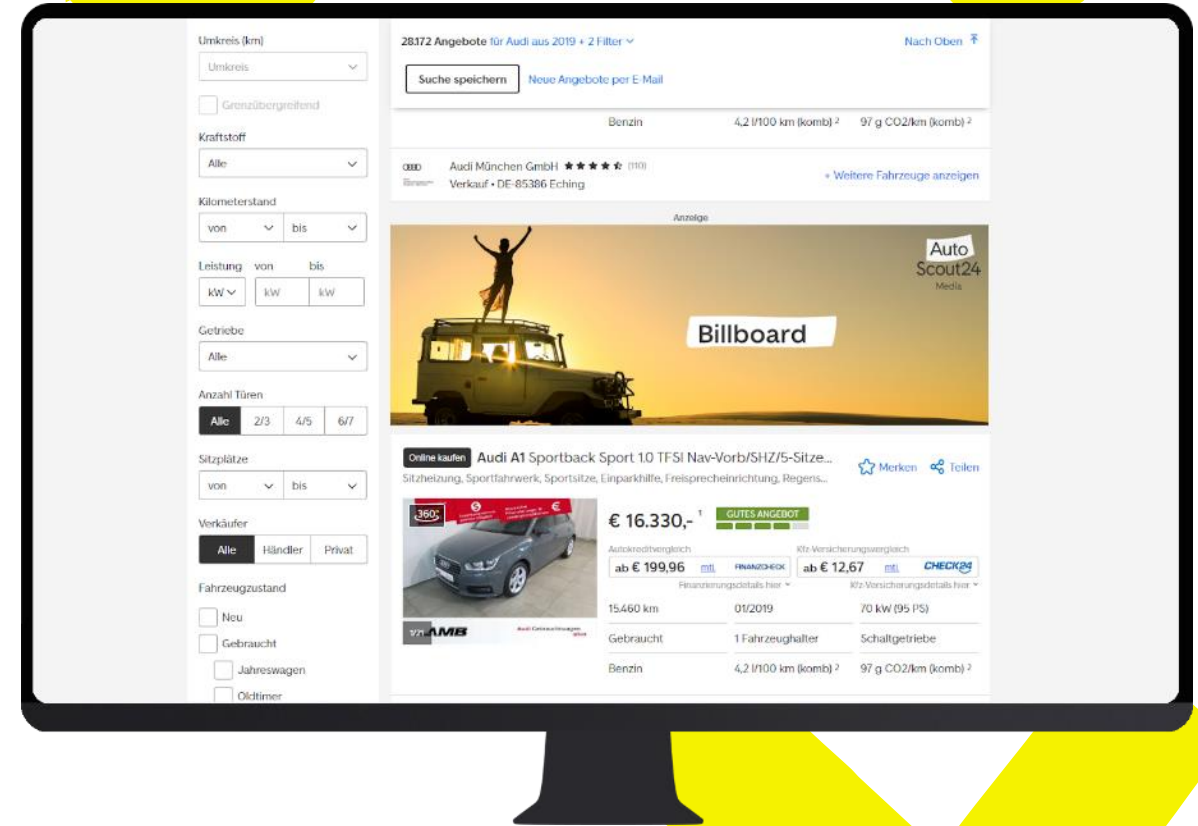
The standard billboard format is characterized in particular by its large landscape format, which is placed close to the content.

## Devices

- Desktop, tablet

## Technical information

- Dimensions: 800x250 px or 970x250 px
- File size: max. 250 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) See also [General Information](#)

# Mobile Banner

In the reading flow of the user

## Description

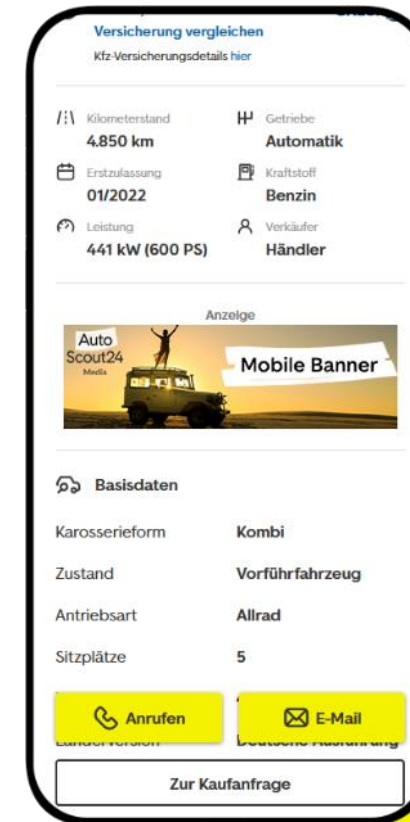
The Mobile Banner is one of the standard formats and stands out in particular for its compact landscape format.

## Devices

- MEW, apps

## Technical information

- Dimensions: 320x100 px (Optional 300x100 px also possible)
- File size: max. 50 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# Mobile Medium Rectangle

## Attention-grabbing placement

### Description

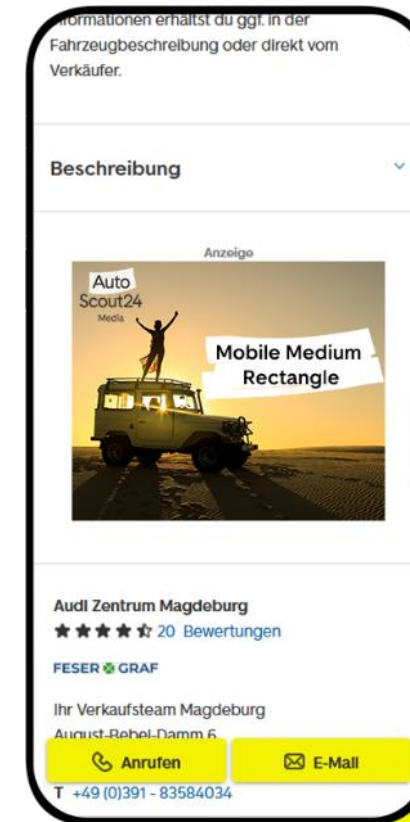
The Mobile Medium Rectangle is a versatile standard format that captures a large area of the screen on mobile devices.

### Devices

- MEW, apps

### Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)



# Medium Rectangle Multiscreen

Prominent placement close to the content

## Description

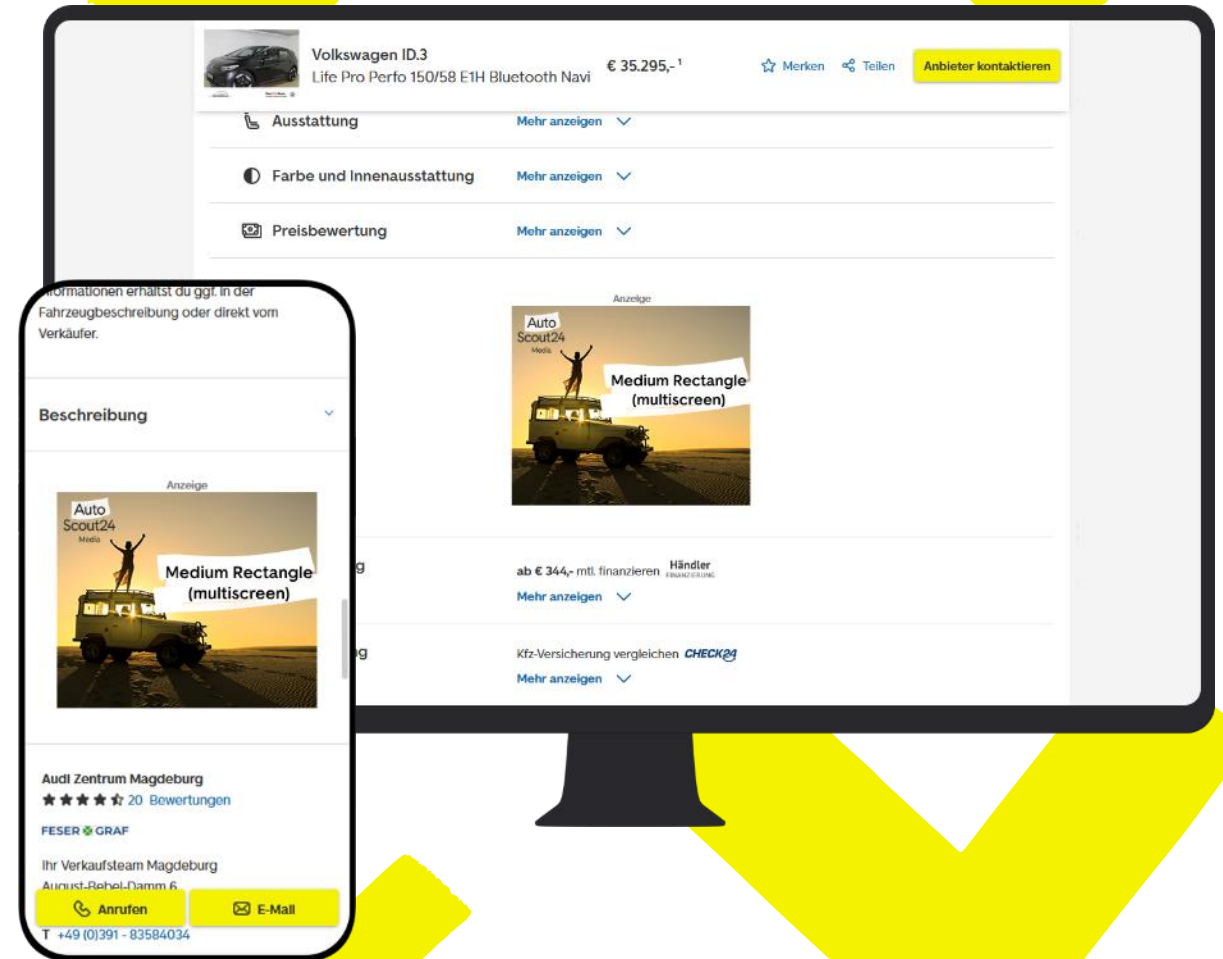
Medium Rectangle Multiscreen is a standard format which is available on all devices and characterized by its compact, almost square dimensions.

## Devices

- Desktop, tablet, MEW, apps

## Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# AdBundle Multiscreen

## Flexible combination of 3 formats

### Description

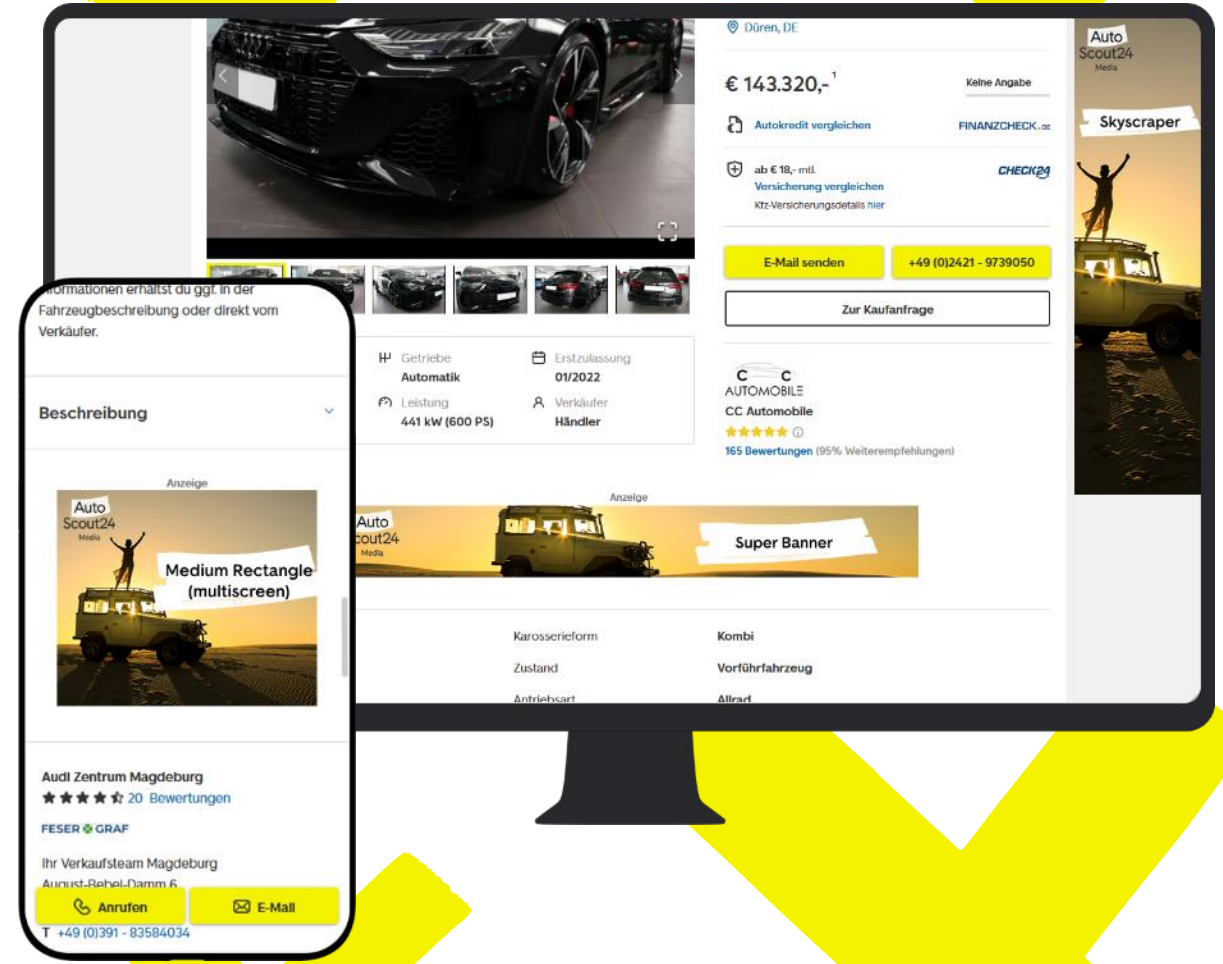
The AdBundle consists of the standard formats Super Banner, (Wide) Skyscraper and Medium Rectangle Multiscreen, which are delivered depending on availability.

### Devices

- Desktop, tablet, MEW, apps

### Technical information

- Dimensions: 728x90 px + 120x600/160x600 px + 300x250 px
- File size: max. 150 KB initial<sup>1</sup> per single format
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)



### 3. Special Formats



# Sitebar

Eye-catching & responsive

## Description

This dynamic and impactful format is displayed on the right-side of our website content. The size is flexible based on the user's screen. It adapts optimally to every display size.

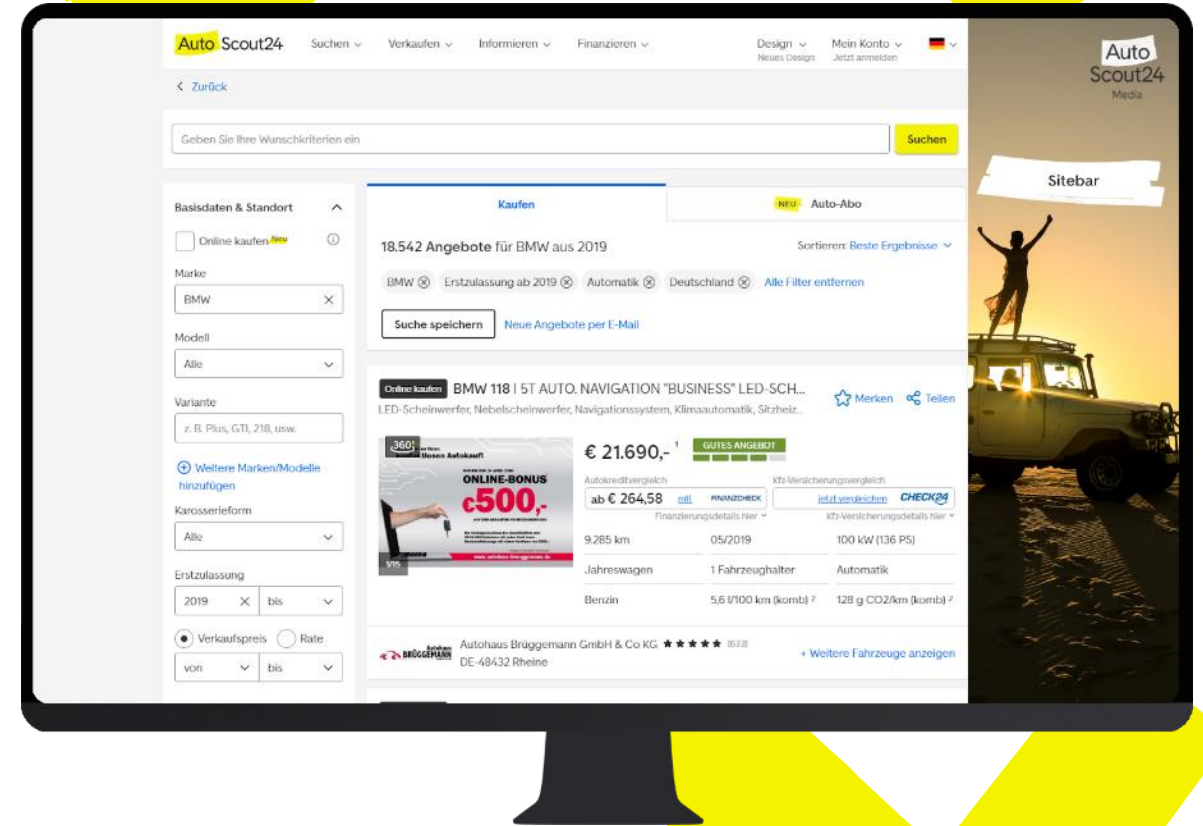
## Devices

- Desktop

## Technical information

- Dimensions: 1:4, 1:3 or 1:2 (safety area: upper  $\frac{2}{3}$  of the ad)
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>
- Must be compliant with IAB's specs for Flexible Size Ads as outlined [here](#)

Please note: Scaling will be limited to max. 600 px horizontally



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# Double Sitebar

## Double eye-catching & dynamic

### Description

This dynamic and impactful format is displayed on the right-side and left-side of our website content. The size is flexible based on the user's screen. It adapts optimally to every display size.

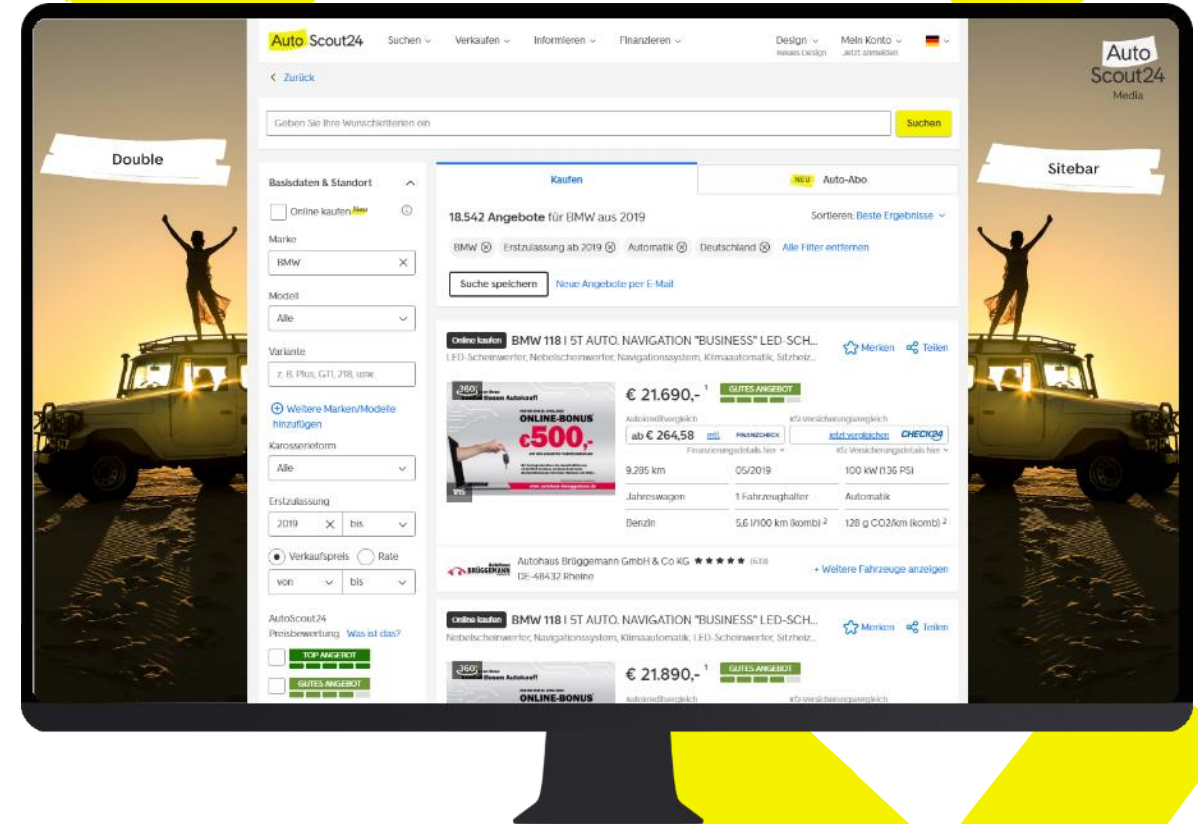
### Devices

- Desktop

### Technical information

- Dimensions: 1:4, 1:3 or 1:2 (safety area: upper  $\frac{2}{3}$  of the ad)
- File size: max. 150 KB initial1
- File format: HTML5 Redirect2
- Must be compliant with IAB's specs for Flexible Size Ads as outlined [here](#)

Please note: Scaling will be limited to max. 600 px horizontally.



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) 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 browser<sup>1</sup>.

## Additional notes

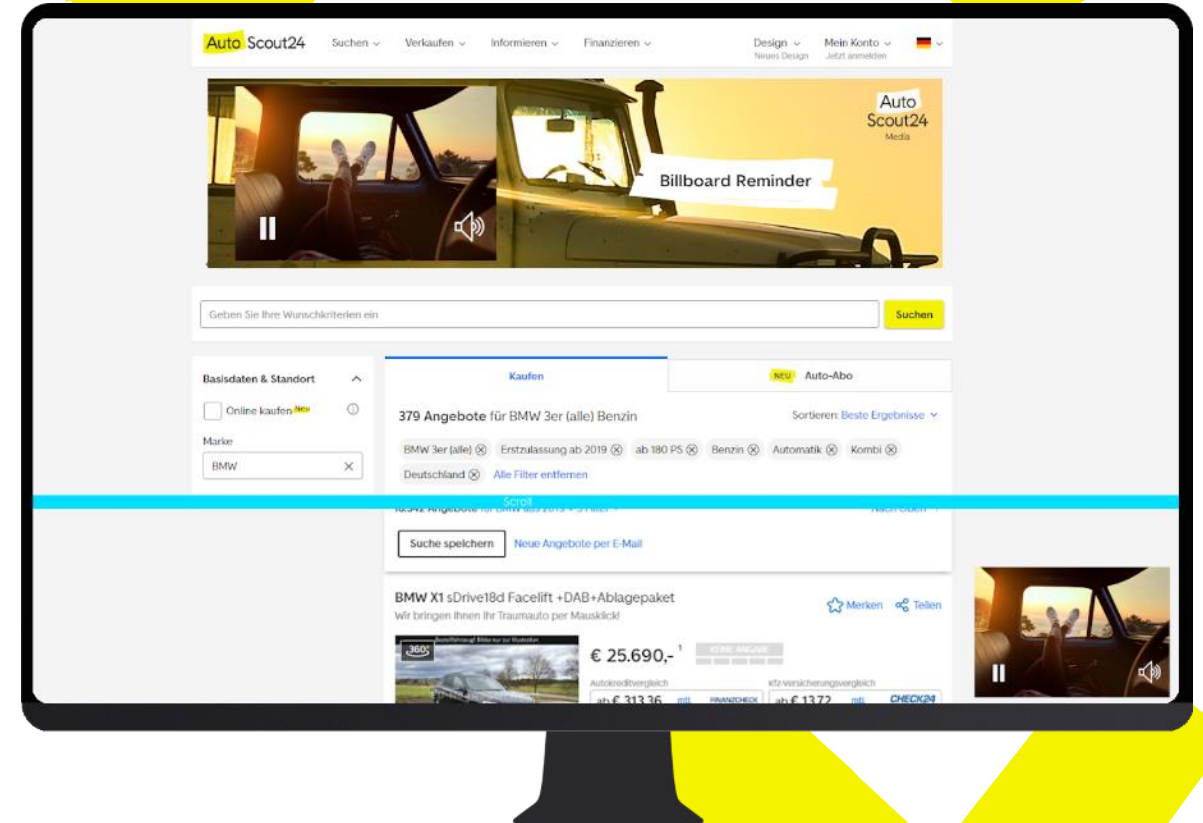
- Please use the [template](#) for creation

## Devices

- Desktop

## Technical information

- Billboard: 970x250 px | max. 250 KB initial | HTML5/GIF/JPG
- Video Reminder (max. 30 Sec.): 400x225 px | max. 5 MB | MP4



<sup>1</sup>) Outside the page content  
See also [General Information](#)



# Detailpage Branding

The perfect frame for the detailpage

## Description

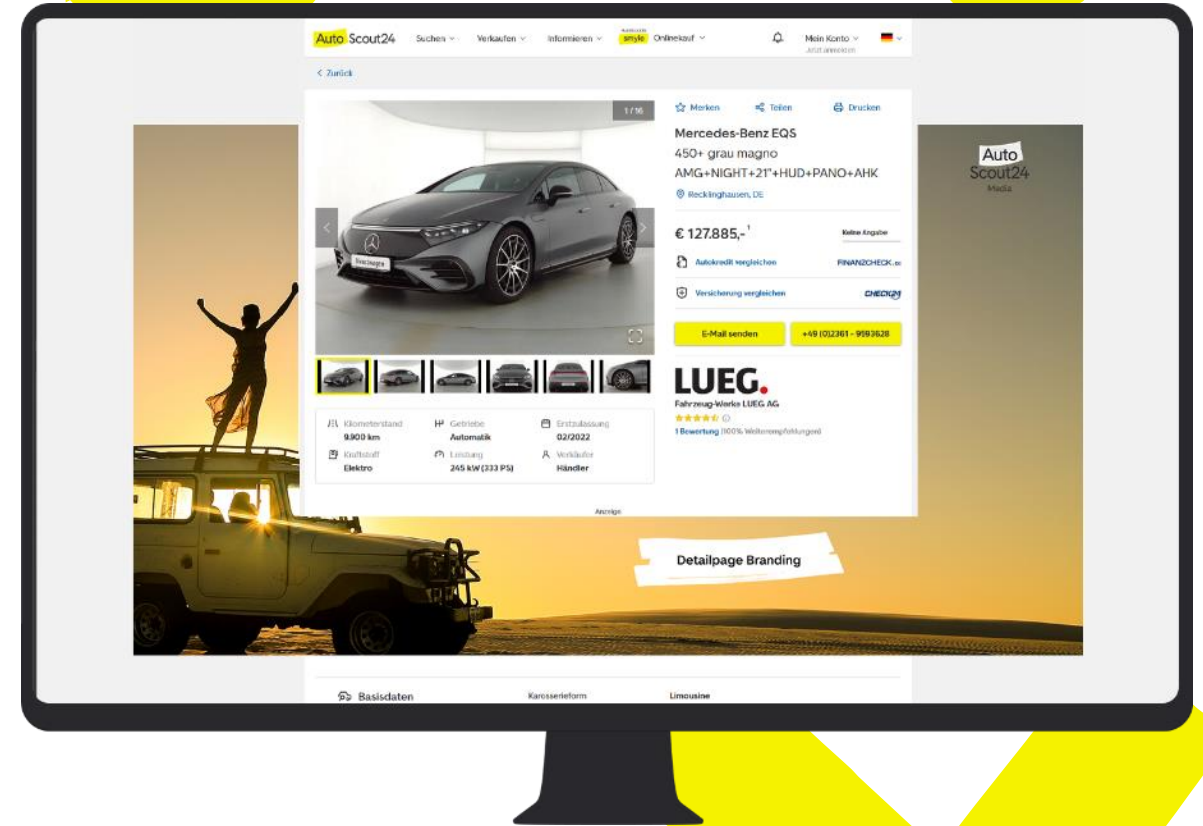
The Detailpage Branding consists of two "long" Halfpage Ads (300x960) and a "wide" Billboard (1120x250) below the hero image.

## Devices

- Desktop

## Technical information

- Dimensions: 300x960 px (left & right Halfpage Ad) + 1120x250 px (Billboard)<sup>1</sup>
- File size: max. 150 KB initial<sup>2</sup> per single format
- File format: HTML5 Redirect<sup>3</sup>/GIF/JPG



1) Alternatively 2x 160x800 px + 1120x90 px 2) Max. 2 MB subload, more information on initial-sub-load find [here](#) 3) 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

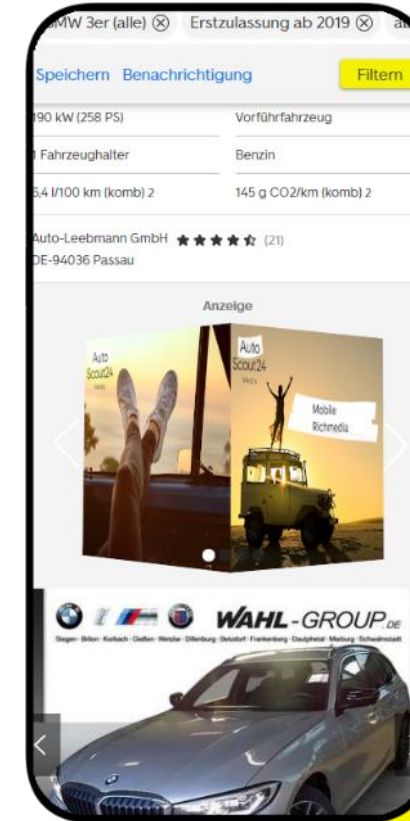
- Creation via external service provider<sup>1</sup>

## Devices

- MEW, apps

## Technical information

- Images (min. 4): 640x480 px | max. 200 KB<sup>2</sup> | 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

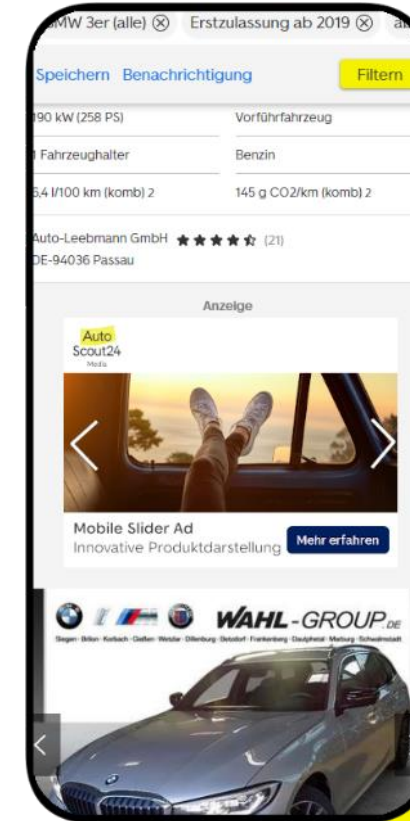
- Creation via external provider<sup>1</sup>

### Devices

- MEW, apps

### Technical information

- Images (min. 3): 614x216 px | max. 100 KB<sup>2</sup> | 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



<sup>1</sup>) Weborama <sup>2</sup>) 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

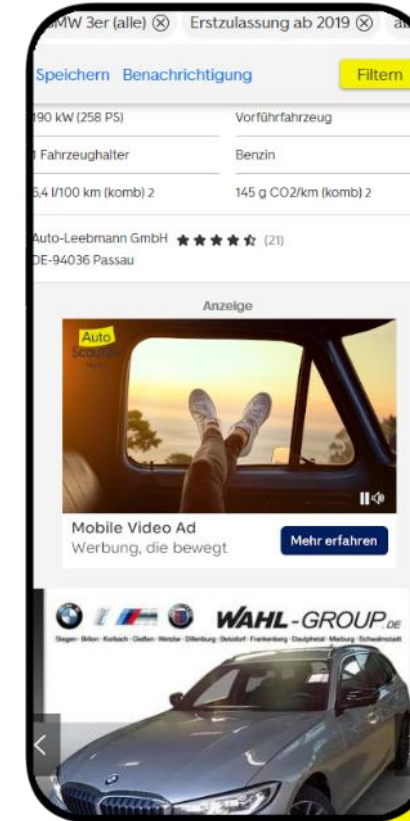
- Creation via an external provider<sup>1</sup>

### Devices

- MEW, apps

### Technical information

- Video image: 640x360 px | max. 100 KB<sup>2</sup> | 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



<sup>1</sup>) 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 provider<sup>1</sup>

### Devices

- MEW, apps

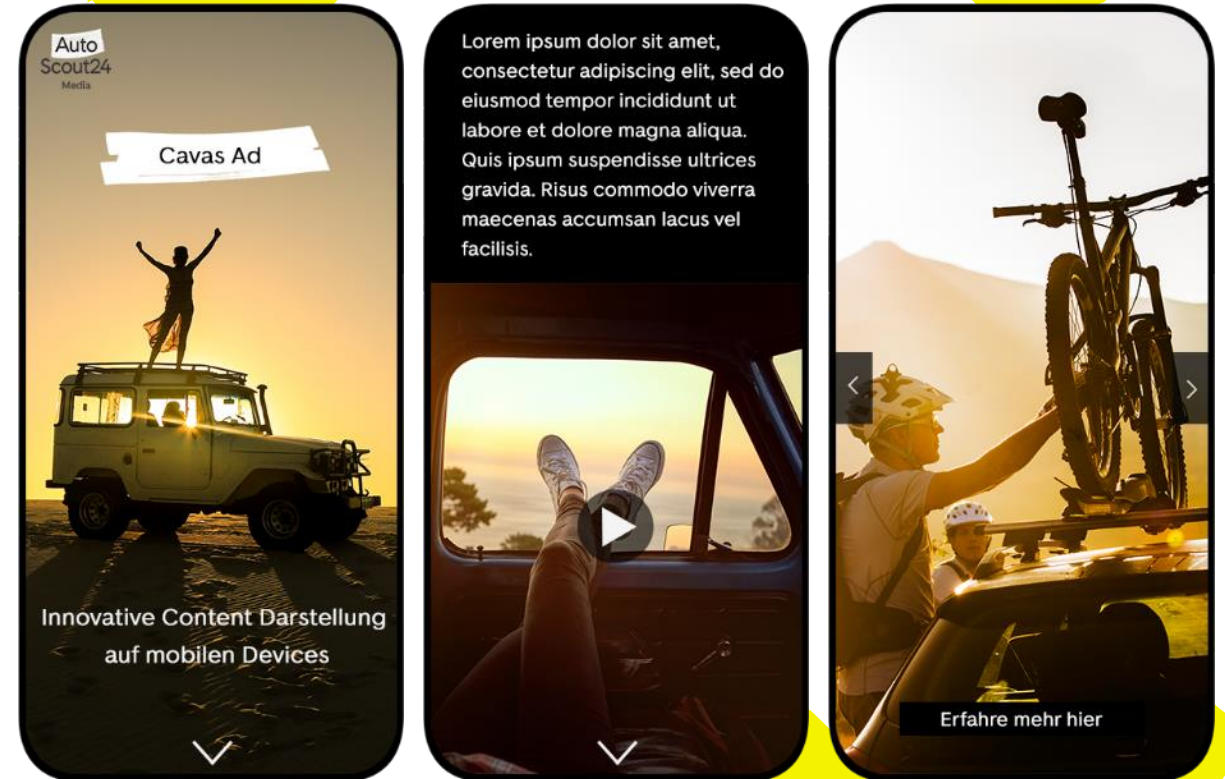
### Technical information

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

Images (max. 200 KB<sup>2</sup>)

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

Text



# Native Content Ad

Perfect integration on mobile devices

## Description

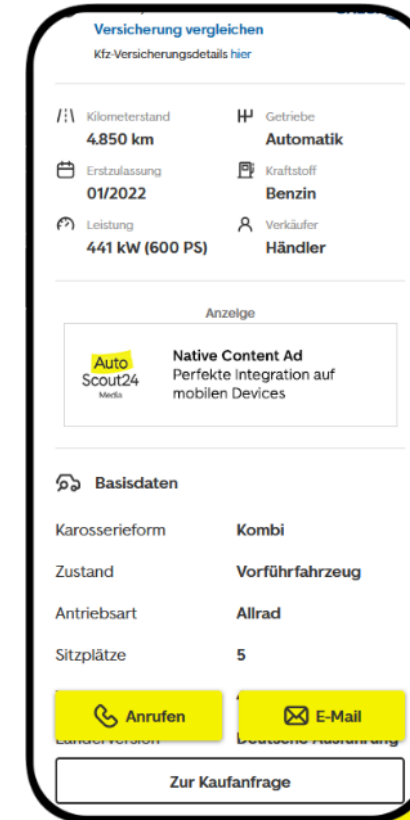
This integration combines a text teaser with the customer logo. It fits harmoniously into the content of the detailpage.

## Devices

- MEW, apps

## Technical information

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



# Shoppable Video Ad

## Multimedia product presentation

### Description

The Shoppable Video Ad consists of a video and matching product tiles. The video starts automatically and the sound starts with a click from the user. The tiles rotate automatically and on user interaction.

### Sonstige Hinweise

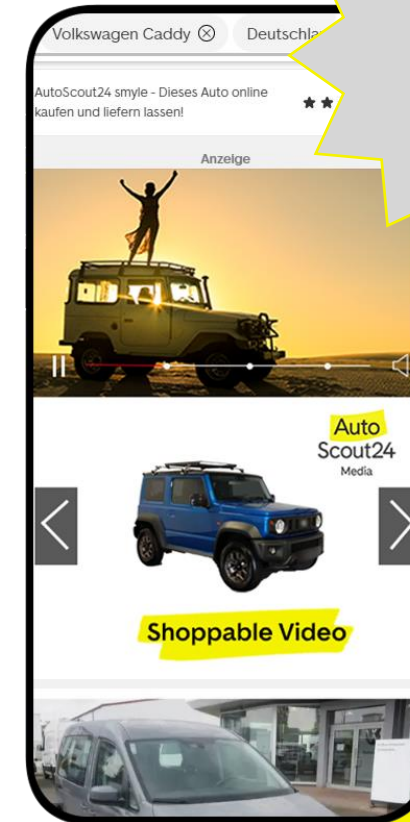
- Creation via an external provider<sup>1</sup>

### Devices

- MEW

### Technical information

- Video image (optional): 16:9<sup>2</sup> | max. 50 KB | JPG
- Video (6-20 Sec.): 16:9<sup>2</sup> | max. 3 MB | MP4
- 6x images: 640x440 px | max. 50 KB | PNG



<sup>1</sup>) Weborama <sup>2</sup>) 640x360 px recommended  
See also [General Information](#)

# Portrait Video Ad

Your video message vertically staged

## Description

The Portrait Video Ad consists of a video, logo and a Call-to-Action button, which will be shown in the end of the video. The video starts automatically and the sound starts with a click from the user.

## Additional notes

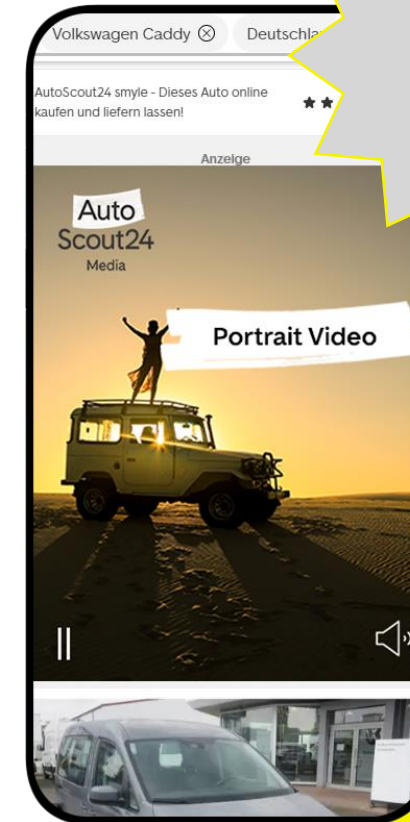
- Creation via an external provider<sup>1</sup>

## Devices

- MEW

## Technical information

- Video image (optional): 4:5<sup>2</sup> | max. 150 KB | JPG
- Video (6-20 Sec.): 4:5<sup>2</sup> | max. 3 MB | MP4
- Logo: 1:1<sup>3</sup> | max. 50 KB | PNG
- Call-to-Action Button: 16:3<sup>4</sup> | max. 50 KB | PNG



1) Weborama 2) 576x720 px recommended 3) 200x200 px recommended 4) 320x60 px recommended  
See also [General Information](#)

# Portrait Slider Ad

Brand staged in a variety of ways

## Description

The Portrait Slider Ad consists of 4 image tiles that rotate automatically and on user interaction. Different content/products can be presented in the images.

## Additional notes

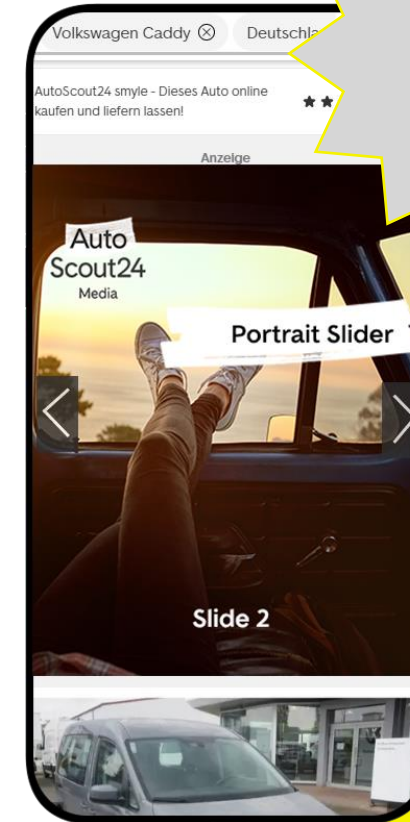
- Creation via an external provider<sup>1</sup>

## Devices

- MEW

## Technical information

- Images (min. 4): 4:5<sup>2</sup> | max. 100 KB | JPG
- Logo: 1:1<sup>3</sup> | max. 50 KB | PNG
- Call-to-Action Button: 18:5<sup>4</sup> | max. 50 KB | PNG



1) Weborama 2) 640x800 px recommended 3) 200x200 px recommended 4) 360x100 px recommended

See also [General Information](#)



# Portrait Window Ad

## Interactive product presentation

### Description

The Portrait Window Ad consists of 4 image tiles that rotate automatically and on user interaction. The images are also located as thumbnails below the tiles.

### Additional notes

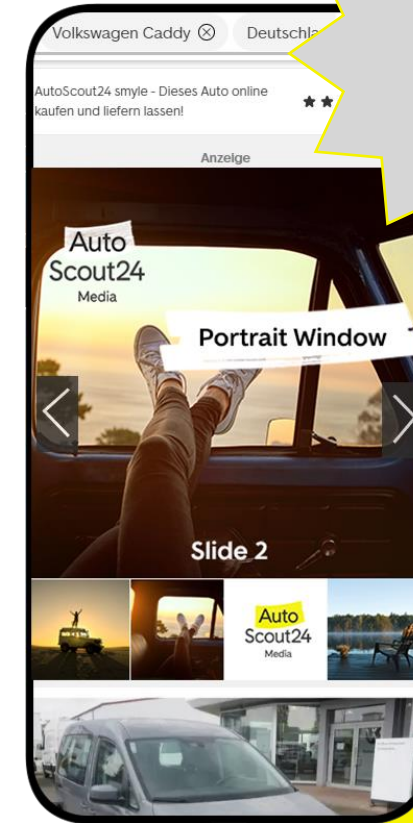
- Creation via an external provider<sup>1</sup>

### Devices

- MEW

### Technical information

- 4 images for main view: 1:1<sup>2</sup> | max. 100 KB | JPG
- 4 images for thumbnail: 1:1<sup>2</sup> | max. 100 KB | JPG



NEW

# Mobile Sticky Ad

Always in view of the user

## Description

The Mobile Sticky Ad consists of a standard mobile banner placed prominently at the bottom of the browser.

## Additional notes

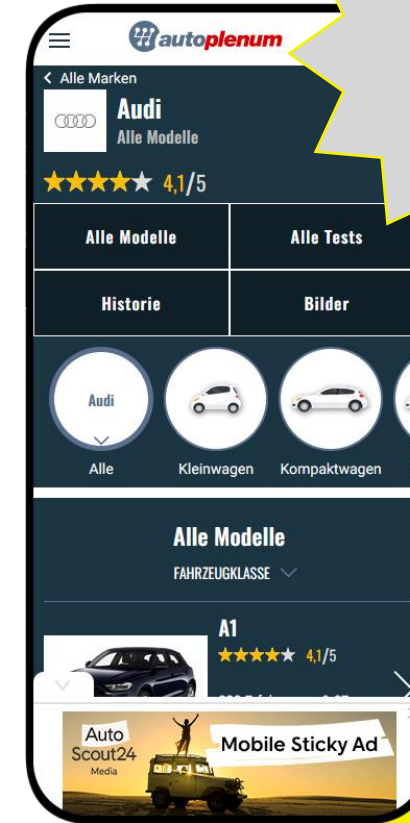
- Format only on 12Gebrauchtwagen.de, 12Neuwagen.de and Autoplenum possible

## Devices

- MEW

## Technical information

- Dimensions: 320x100 px (Optional 300x100 px, 300x50 px or 320x50 px also possible)
- File size: max. 50 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#)

# 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

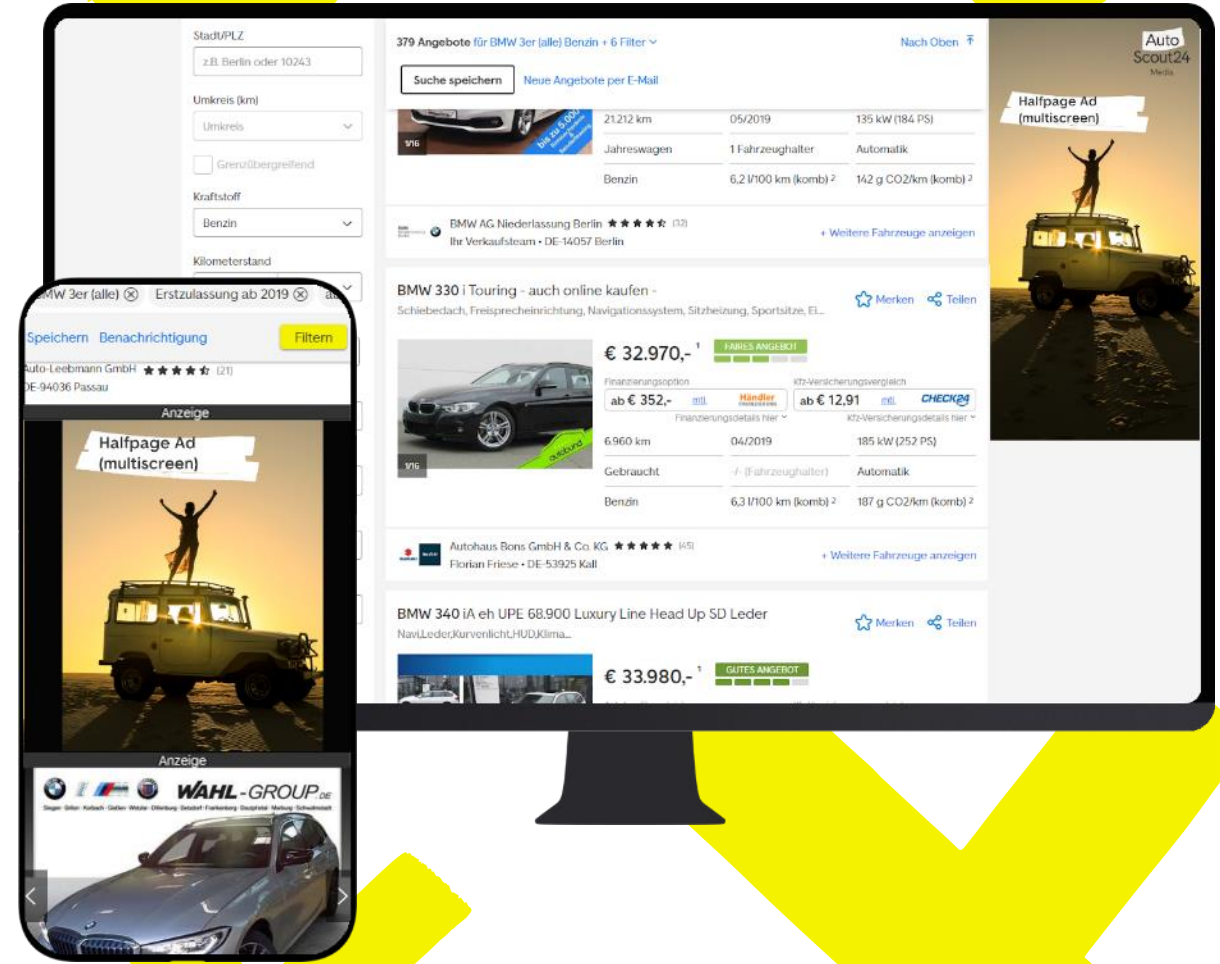
- Background colouring possible with mobile variant (Hexadecimal code, e.g. #000000)

### Devices

- Desktop

### Technical information

- Dimensions: 300x600 px
- File size: max. 150 KB initial<sup>1</sup>
- File format: HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
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

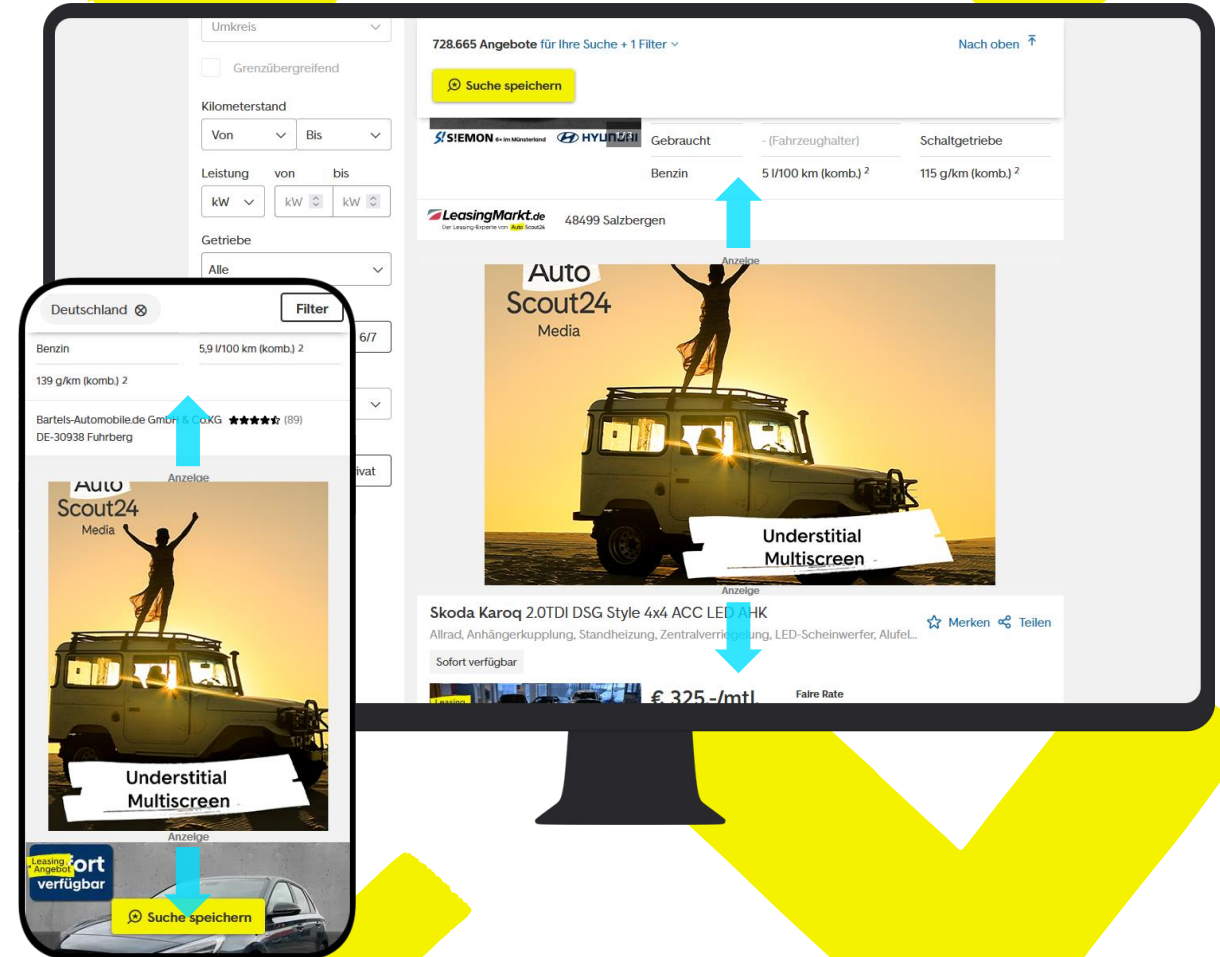
- Please be aware of the safety areas

### Devices

- Desktop, tablet, MEW

### Technical information

- Desktop: 1024x1300 px | max. 150 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup>/JPG (safety area: 730x570 px<sup>3</sup>, [See Example](#))
- MEW: 415x845 px | max. 150 KB initial | HTML5 Redirect<sup>2</sup>/JPG (safety area: 320x485 px<sup>4</sup>, [See Example](#))
- Optional foreground image: 820x400 px | max. 40 KB | PNG (transparent) + 360x400 px | max. 30 KB | PNG (transparent)



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) 147 px are cut off on the left & right as well as 365 px above & below 4) 47 px are cut off on the left & right & 180 px above & 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

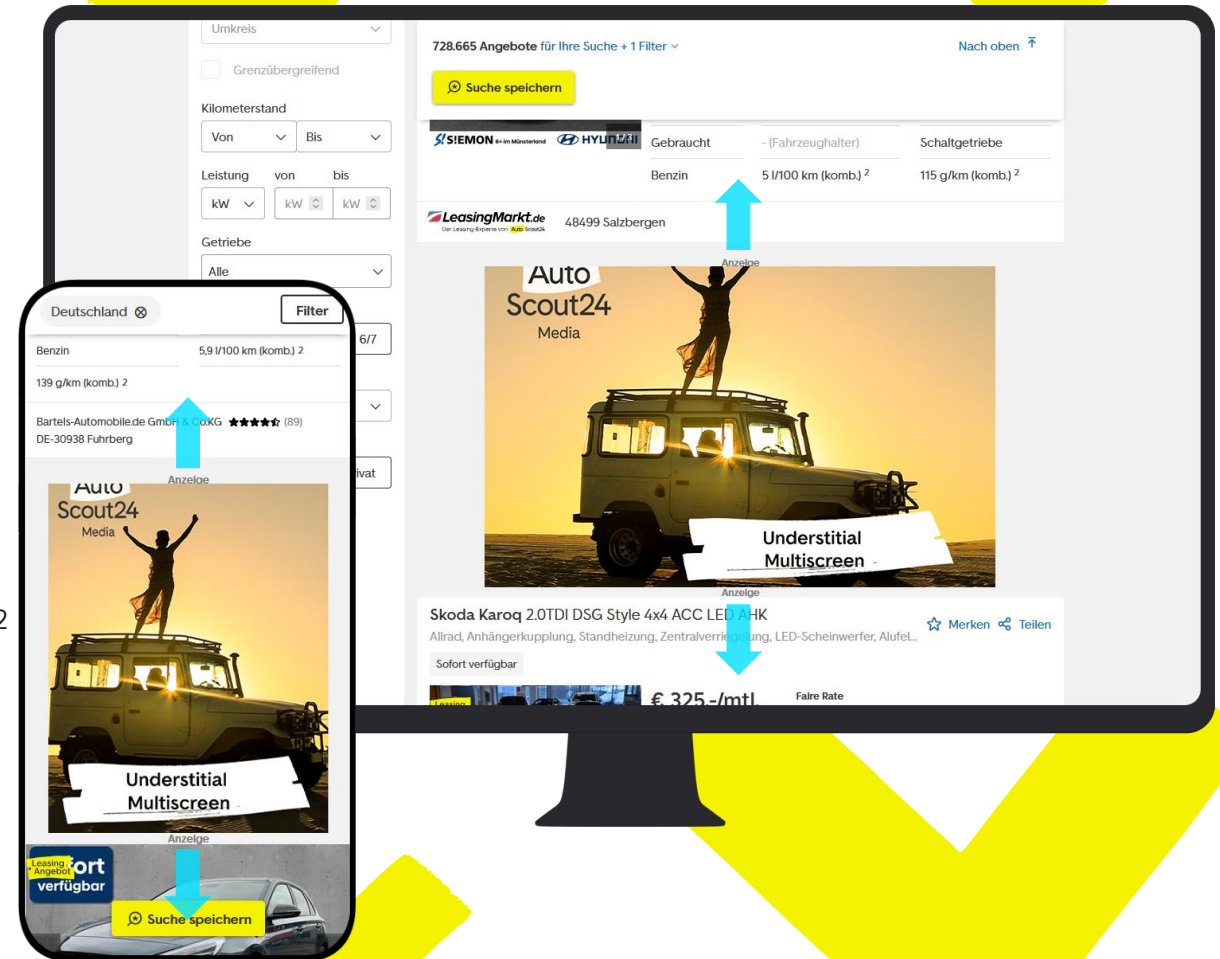
- Please be aware of the safety areas

### Devices

- Desktop, tablet, MEW

### Technical information

- Desktop: 1024x1300 px | max. 150 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup> (video is in the safety area: 730x570 px<sup>3</sup>)
- MEW: 415x845 px | max. 150 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup> (Video is in the safety area: 320x485 px<sup>4</sup>)

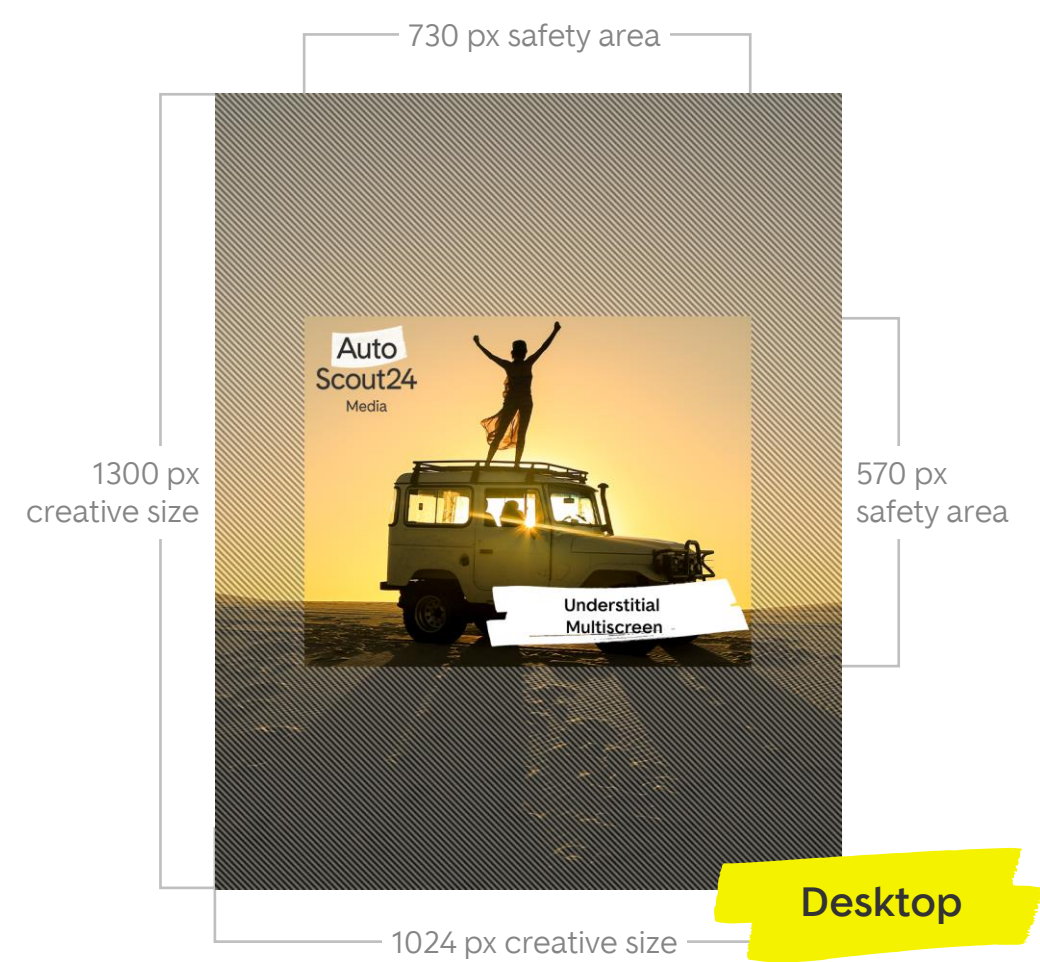


1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) 147 px are cut off on the left & right as well as 365 px above & below 4) 47 px are cut off on the left & right & 180 px above & below See also [General Information](#)



# Addendum Understitial & Video Understitial

## Creative with safety area





# 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

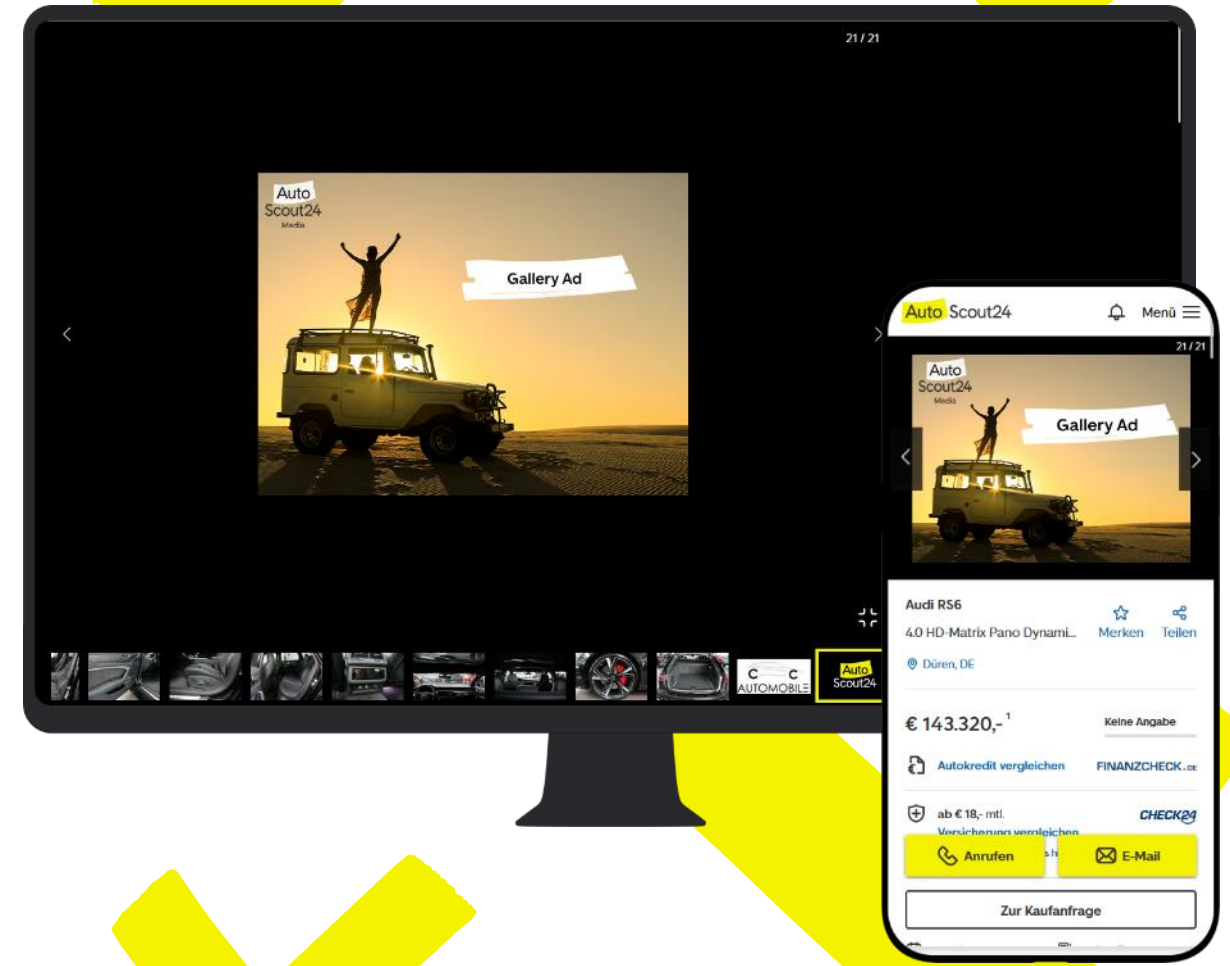
- Animation is not allowed

## Devices

- Desktop, tablet, MEW, apps

## Technical information

- Desktop: 540x405 px | max. 150 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup>/GIF/JPG
- MEW: 320x240 px | max. 50 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup>/GIF/JPG
- Apps: 320x198 px | max. 150 KB initial<sup>1</sup> | HTML5 Redirect<sup>2</sup>/GIF/JPG



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) 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

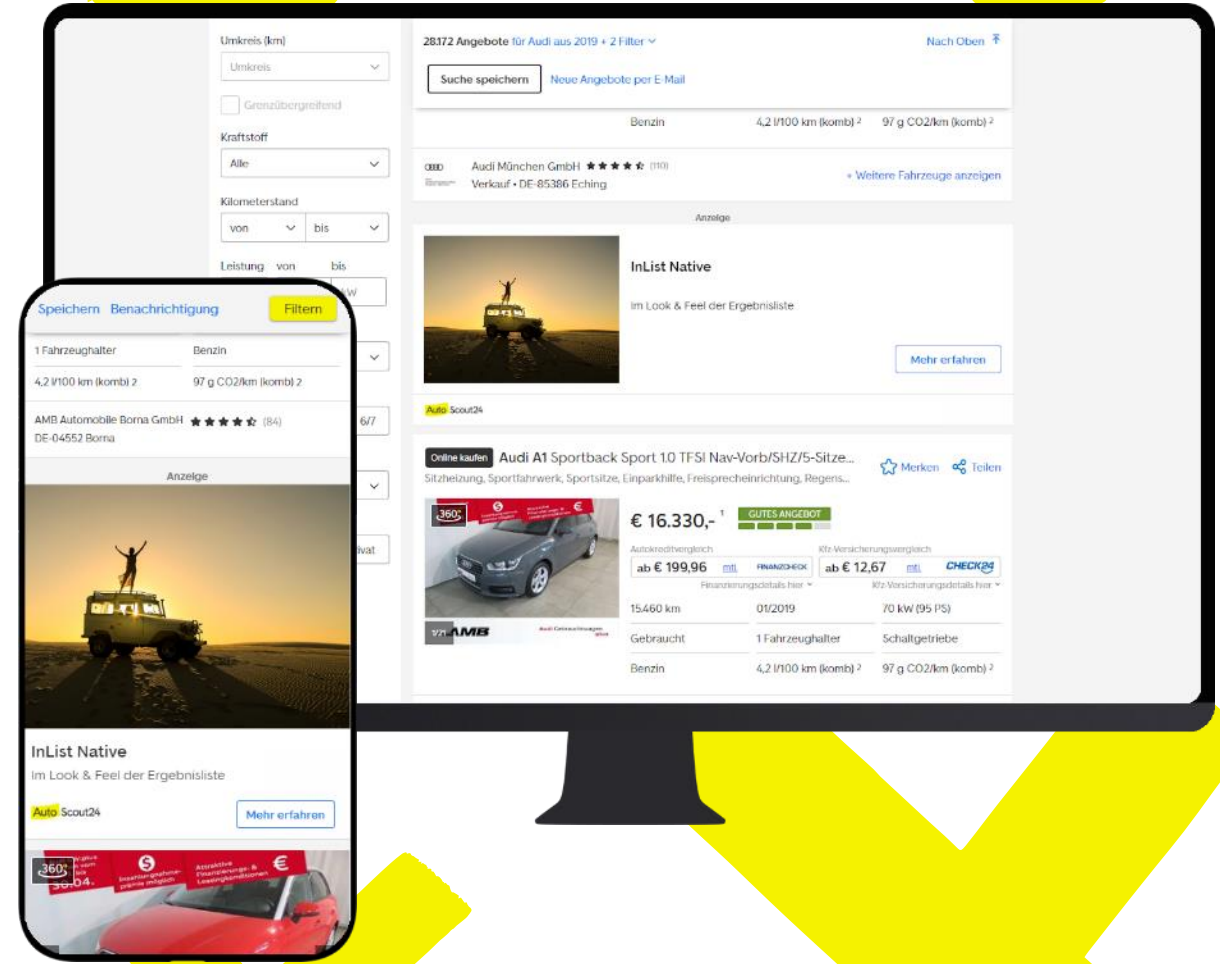
- Text, logo or animation within the image is not allowed

## 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

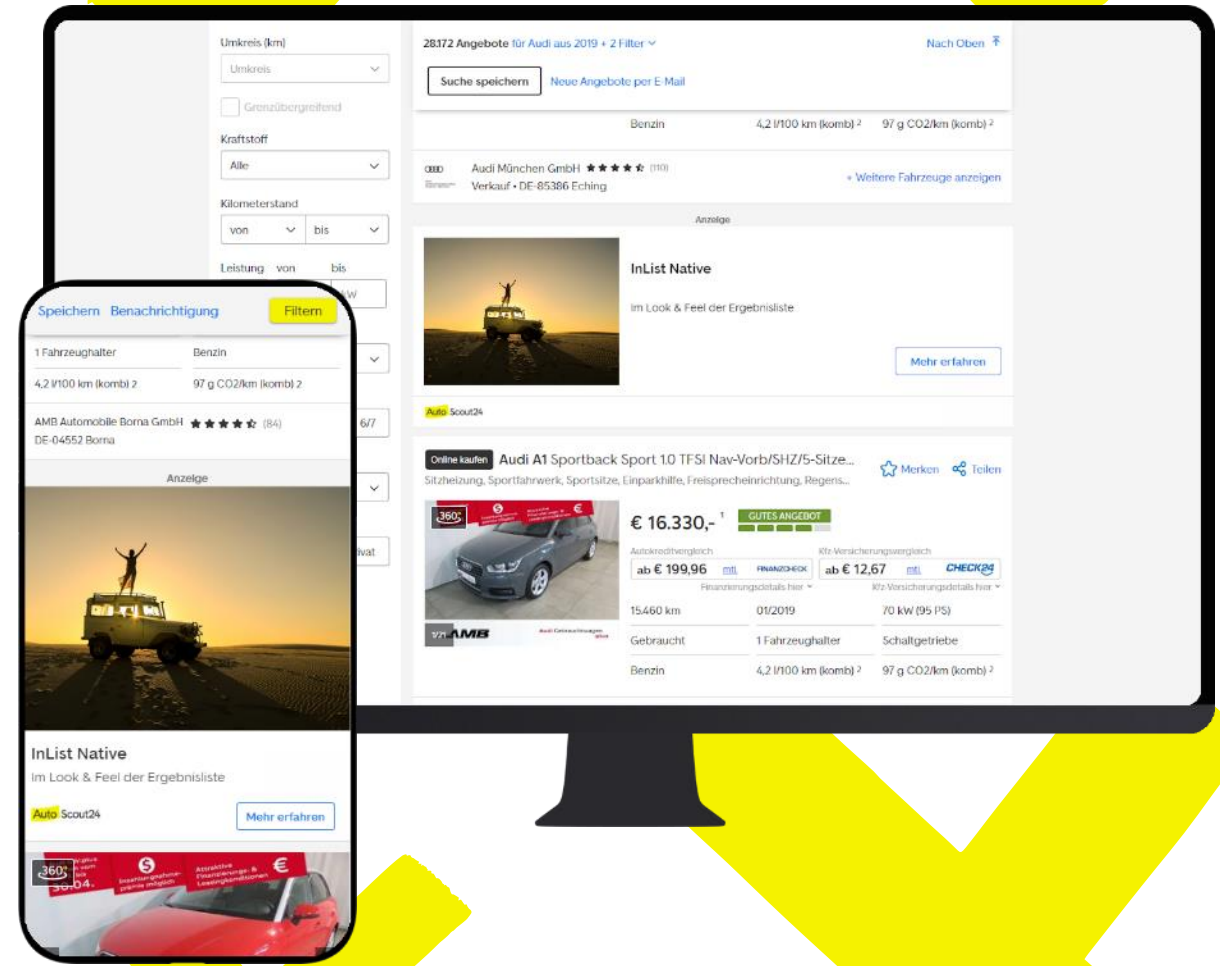
- Text or logo within the video are not allowed

## 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

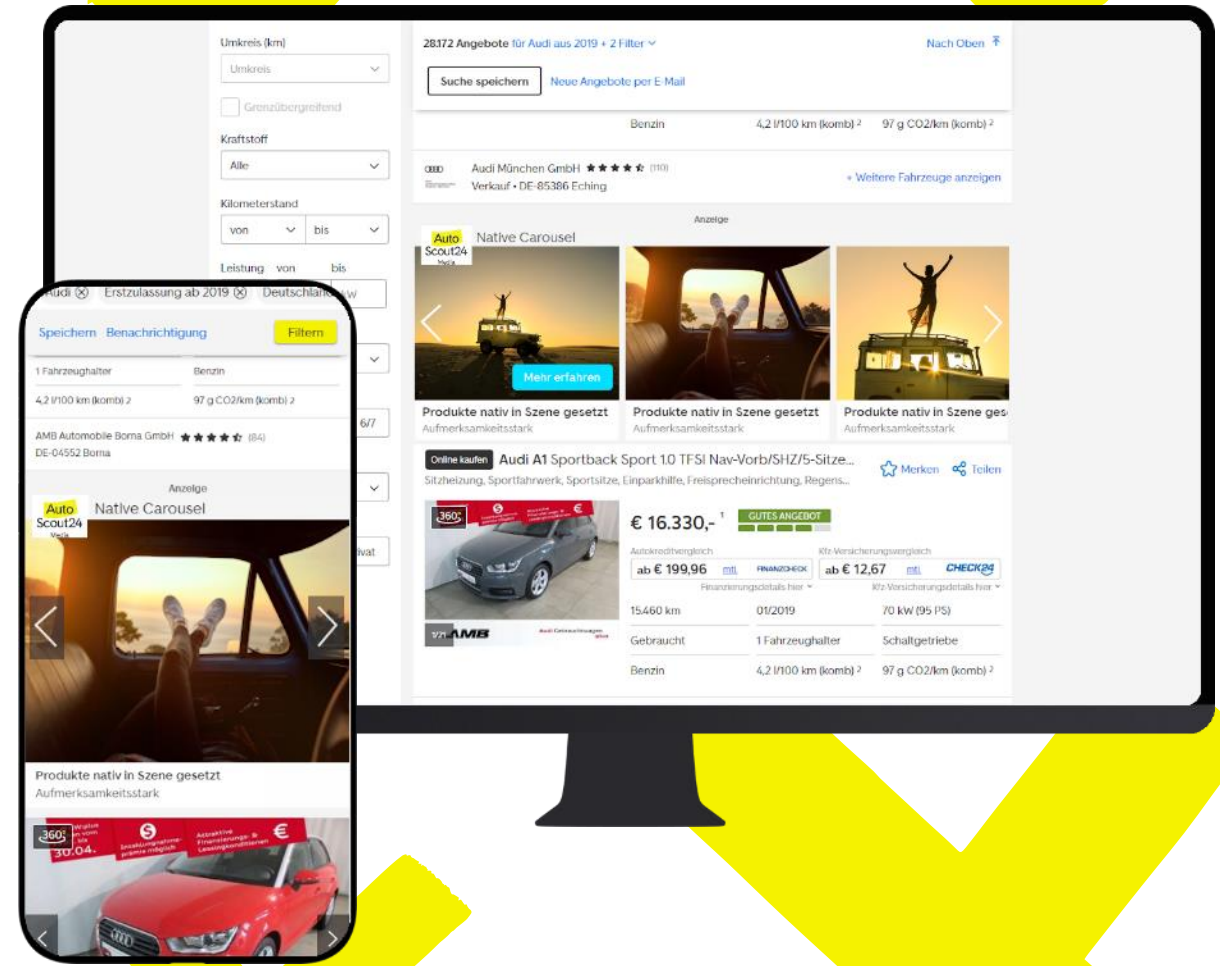
- Text or logo within the image is not allowed

### Devices

- Desktop, tablet, MEW, apps

### Technical information

- Image: 750x652 px (4:3) | max. 80 KB<sup>1</sup> | JPG (4 images min.)
- 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

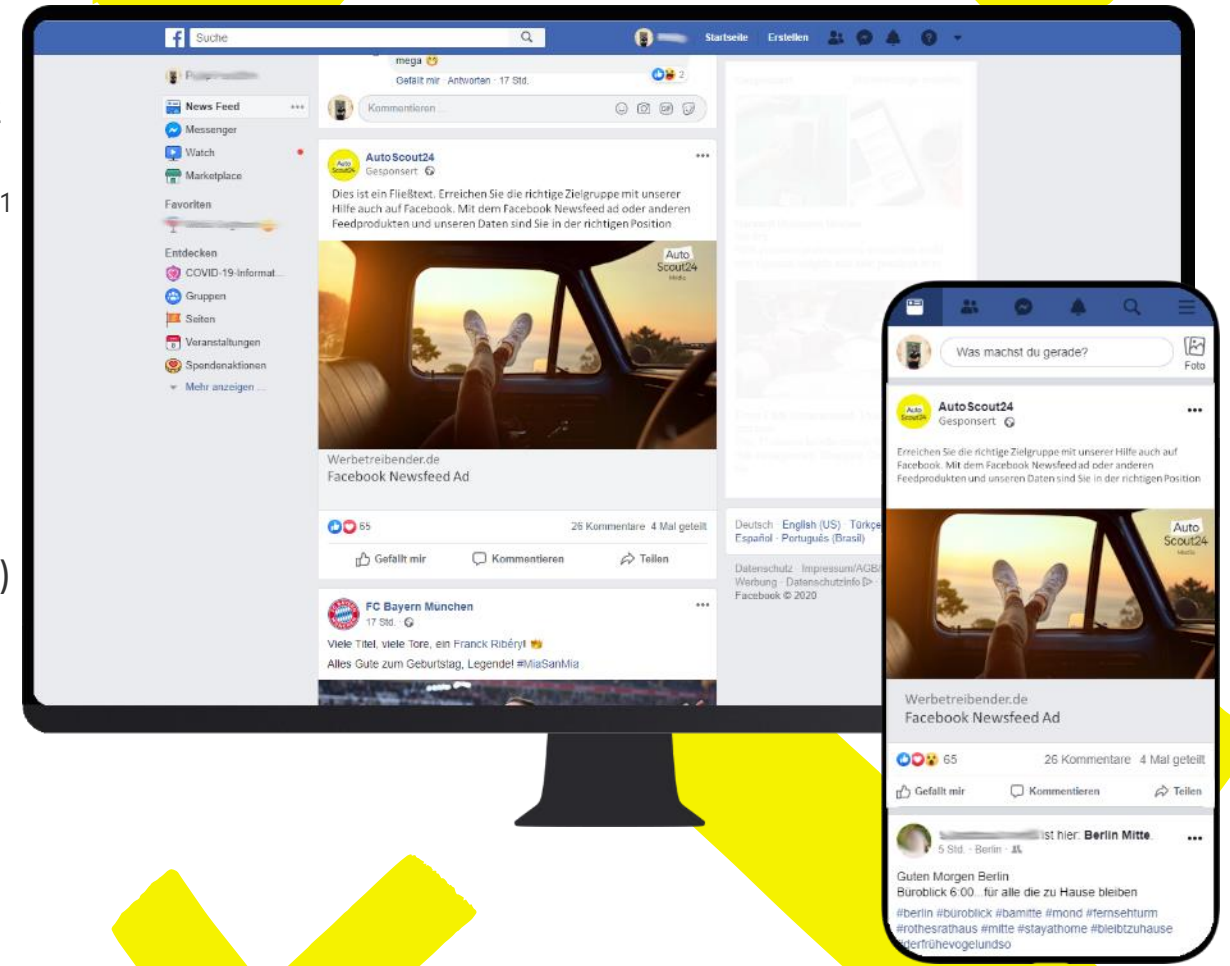
The Facebook Newsfeed Ad is a combination of image and text that appears in the Facebook user's newsfeed. You can choose either AutoScout24 & "in cooperation with ..." or your own brand<sup>1</sup> as sender.

## Devices

- Desktop, tablet, MEW, apps

## Technical information

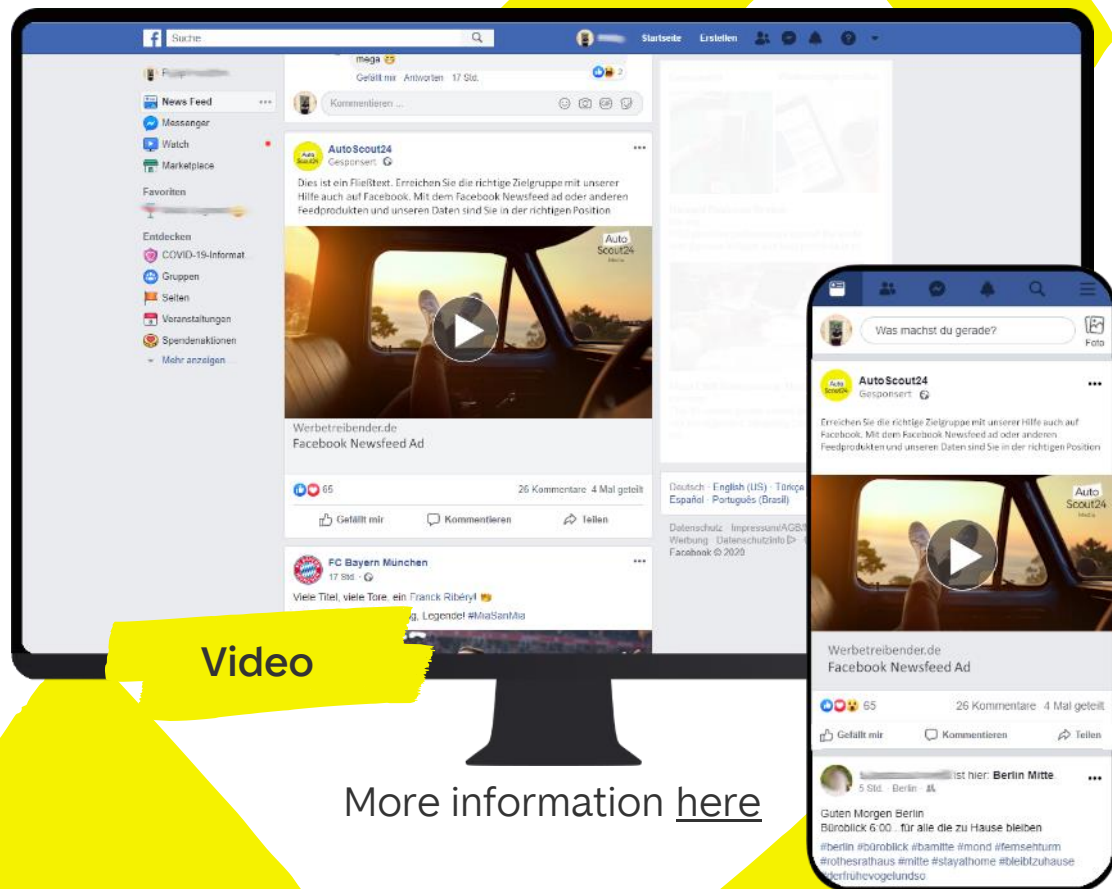
- Image: 1080x1080 px | max. 30 MB | JPG/PNG (max. 20% Text)
- Headline: max. 40 characters
- Text: max. 125 characters
- Description: max. 30 characters
- More information [here](#)



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





# 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

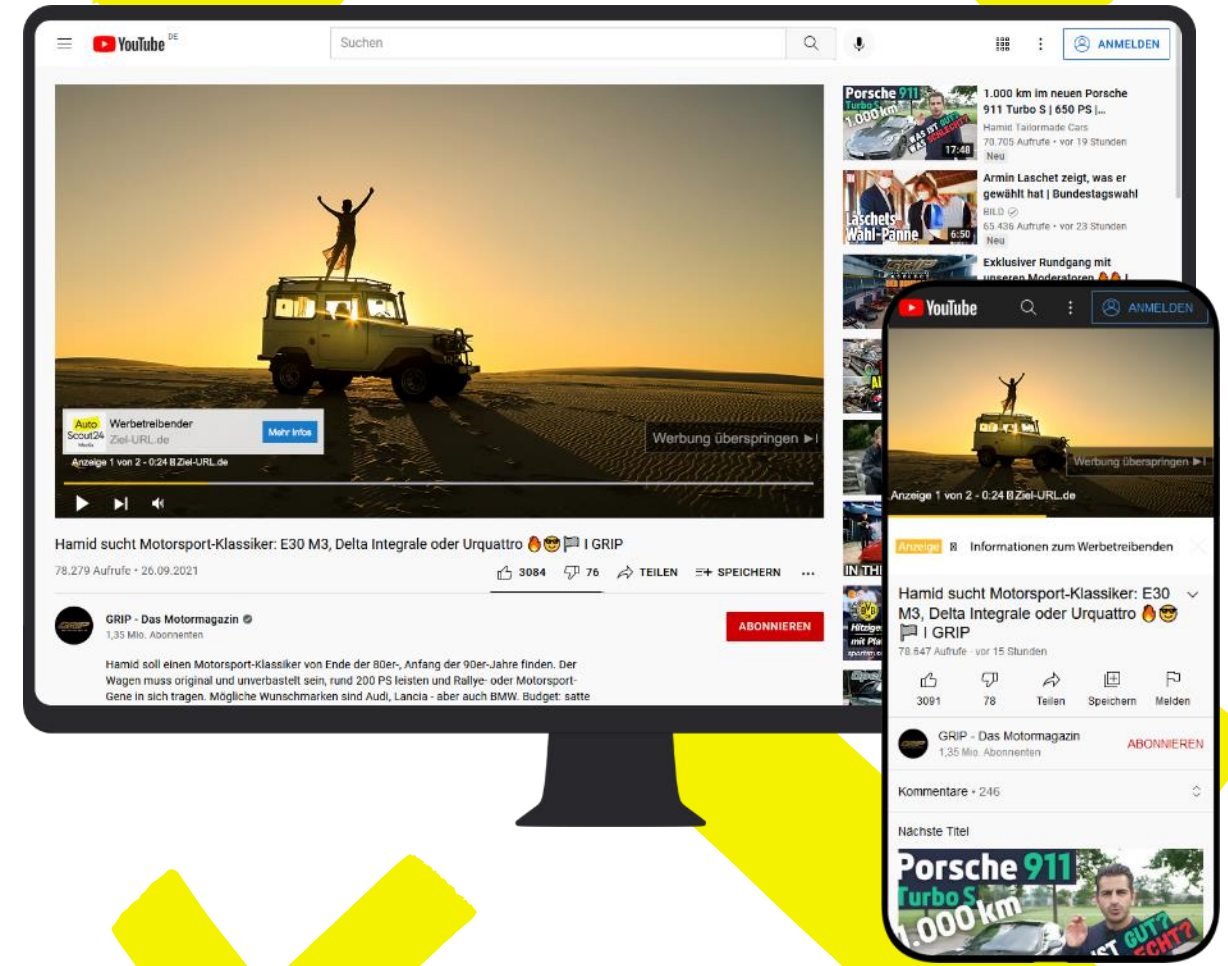
- Video must be uploaded in the Youtube channel with release as public video.

### 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 elements<sup>1</sup>. Various ads<sup>2</sup> link to the landing page.

### Additional notes

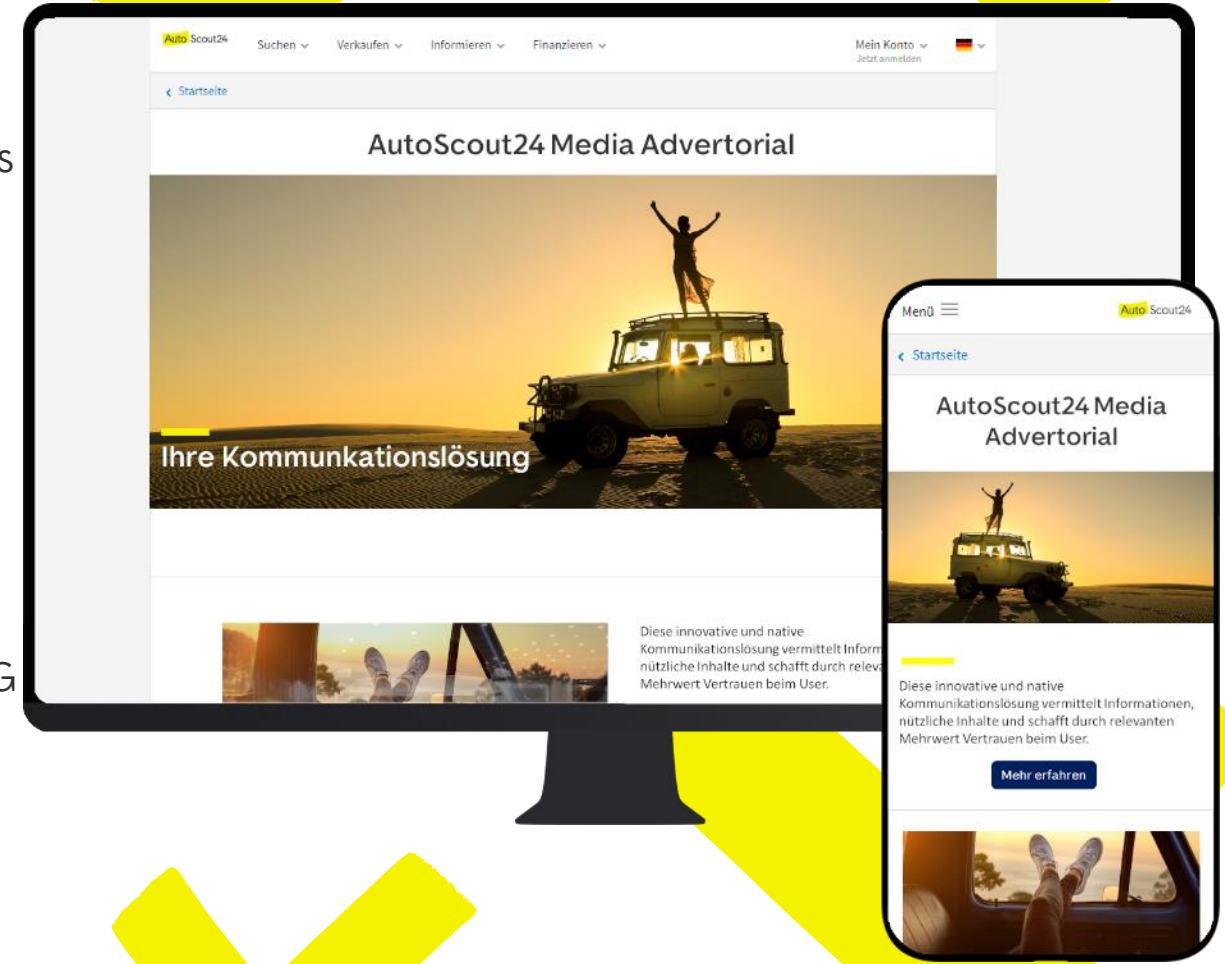
- Run time: min. 4 weeks

### 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

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 to complement your core message.

## Design

Do not use AutoScout24 elements in your design.  
The colors should not conflict with our color hierarchy.

## Logo

The advertiser's logo must not be the dominant visual element within the ad and shouldn't be larger than the AutoScout24 logo.

## Content

The legal notice must not exceed the font size of 10.



# Homepage Takeover

## Spectacular branding of the homepage

### Description

This daily fixed placement includes a Skin, consisting of a Double Sitebar & a Top Banner (Desktop), a Super Banner (Tablet) and a Mobile Banner 2:1 (alternatively Sitebar + Mobile Banner 2:1).

### Additional notes

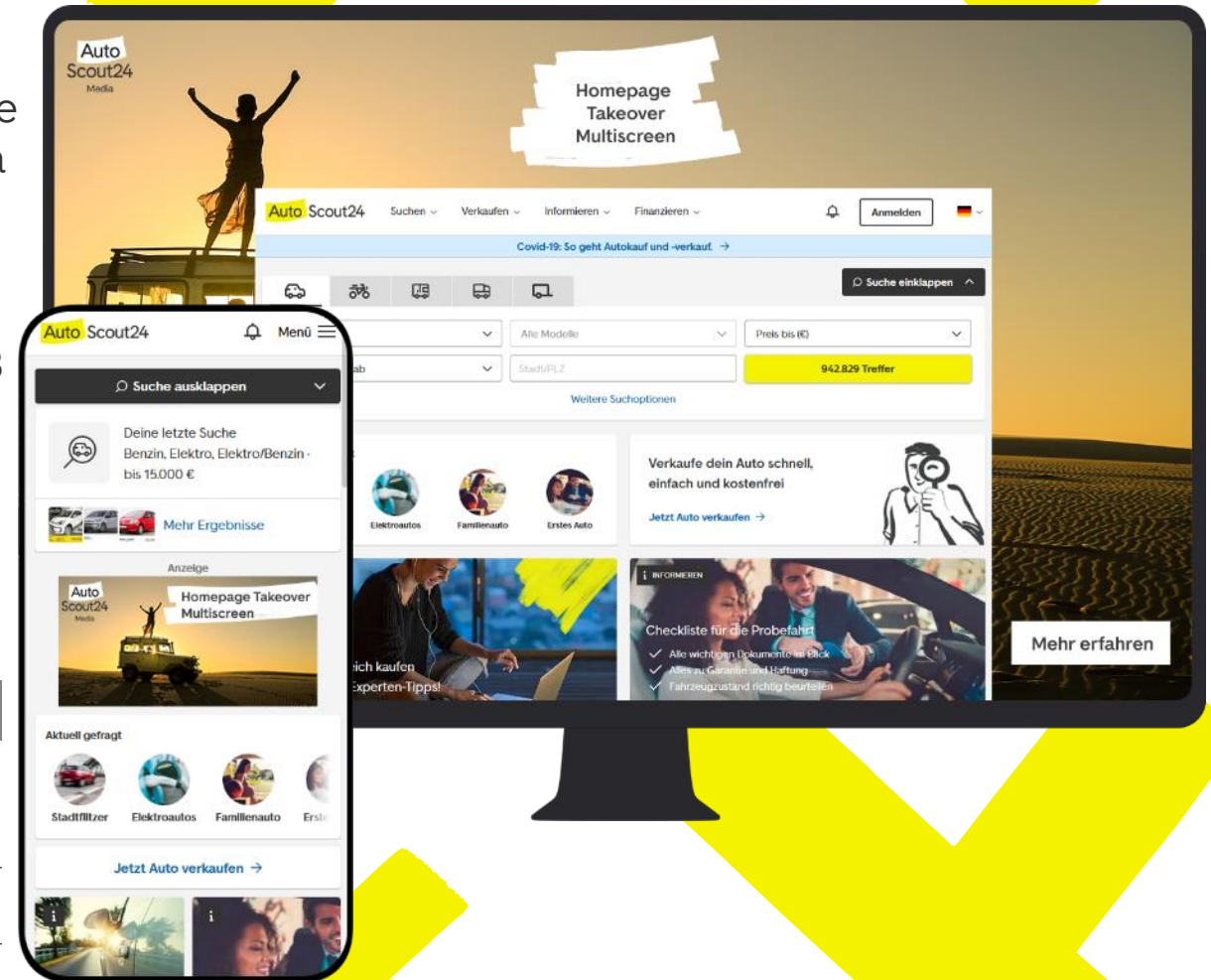
- The execution is possible with responsive redirects via all IAB providers supporting flexible sizes.

### Devices

- Desktop, Tablet, MEW

### Technical information

| Format            | Dimensions                                                                              | File size                                                                     | File format                           |
|-------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------|
| Skin              | Responsive with 160x600 px as initial height (Double Sitebar), 1100x250 px (Top Banner) | Max. 150 KB initial <sup>1</sup> pro Sky, max. 250 KB initial <sup>1</sup> TB | HTML5 Redirect <sup>2</sup>           |
| Super Banner      | 728x90 px                                                                               | Max. 150 KB initial <sup>1</sup>                                              | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Mobile Banner 2:1 | 300x150 px                                                                              | Max. 50 KB initial <sup>1</sup>                                               | HTML5 Redirect <sup>2</sup> / GIF/JPG |



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#) and [Guidelines for Homepage Events](#)

# Mighty Takeover Option 1

## Maximize your daily reach

### Description

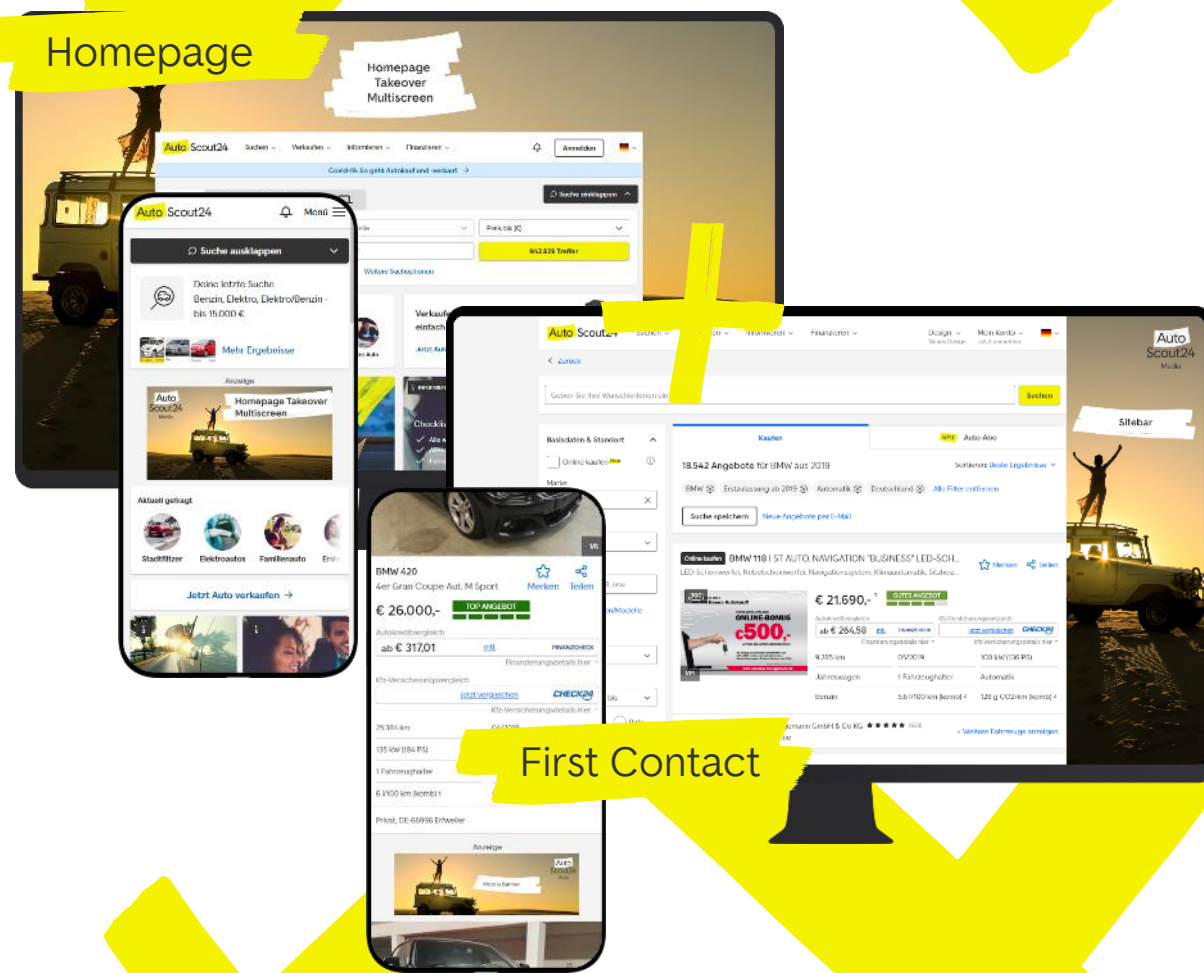
This special product consists of the Homepage Takeover and a Sitebar + Mobile Banner as First Contact placement.

### Additional notes

- The execution is possible with responsive redirects via all IAB providers supporting flexible sizes.

### Technical information

| Format            | Dimensions                                                                              | File size                                                                     | File format                           |
|-------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------|
| Skin              | Responsive with 160x600 px as initial height (Double Sitebar), 1100x250 px (Top Banner) | Max. 150 KB initial <sup>1</sup> pro Sky, max. 250 KB initial <sup>1</sup> TB | HTML5 Redirect <sup>2</sup>           |
| Super Banner      | 728x90 px                                                                               | Max. 150 KB initial <sup>1</sup>                                              | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Mobile Banner 2:1 | 300x150 px                                                                              | Max. 50 KB initial <sup>1</sup>                                               | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Sitebar           | Responsive with 160x600 px as initial height                                            | Max. 150 KB initial <sup>1</sup>                                              | HTML5 Redirect <sup>2</sup>           |
| Mobile Banner     | 320x100 px (or 300x100 px)                                                              | Max. 50 KB initial <sup>1</sup>                                               | HTML5 Redirect <sup>2</sup> / GIF/JPG |



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#) and [Guidelines for Homepage Events](#)



# Mighty Takeover Option 2

## Maximize your daily reach

### Description

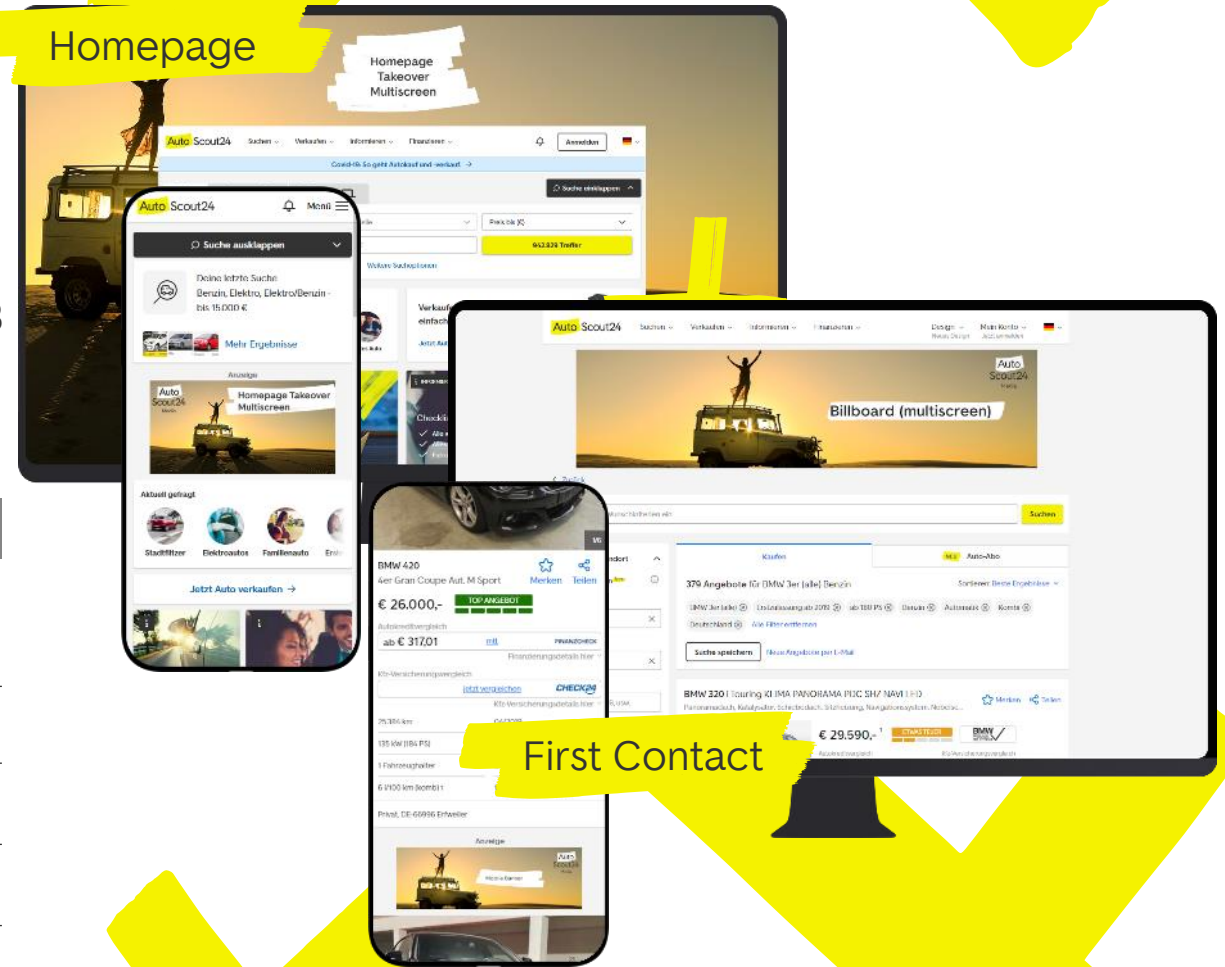
This special product consists of the Homepage Takeover and a Billboard + Mobile Banner as First Contact placement.

### Additional notes

- The execution is possible with responsive redirects via all IAB providers supporting flexible sizes.

### Technical information

| Format            | Dimensions                                                                              | File size                                                                     | File format                           |
|-------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------|
| Skin              | Responsive with 160x600 px as initial height (Double Sitebar), 1100x250 px (Top Banner) | Max. 150 KB initial <sup>1</sup> pro Sky, max. 250 KB initial <sup>1</sup> TB | HTML5 Redirect <sup>2</sup>           |
| Super Banner      | 728x90 px                                                                               | Max. 150 KB initial <sup>1</sup>                                              | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Mobile Banner 2:1 | 300x150 px                                                                              | Max. 50 KB initial <sup>1</sup>                                               | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Billboard         | 800x250 px                                                                              | Max. 250 KB initial <sup>1</sup>                                              | HTML5 Redirect <sup>2</sup> / GIF/JPG |
| Mobile Banner     | 320x100 px (or 300x100 px)                                                              | Max. 50 KB initial <sup>1</sup>                                               | HTML5 Redirect <sup>2</sup> / GIF/JPG |



1) Max. 2 MB subload, more information on initial-sub-load find [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#)  
See also [General Information](#) and [Guidelines for Homepage Events](#)

## 5. Integration & Newsletter



# Textlinks overview



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

# Text-Logo Box

Top placement for financial service providers

## Description

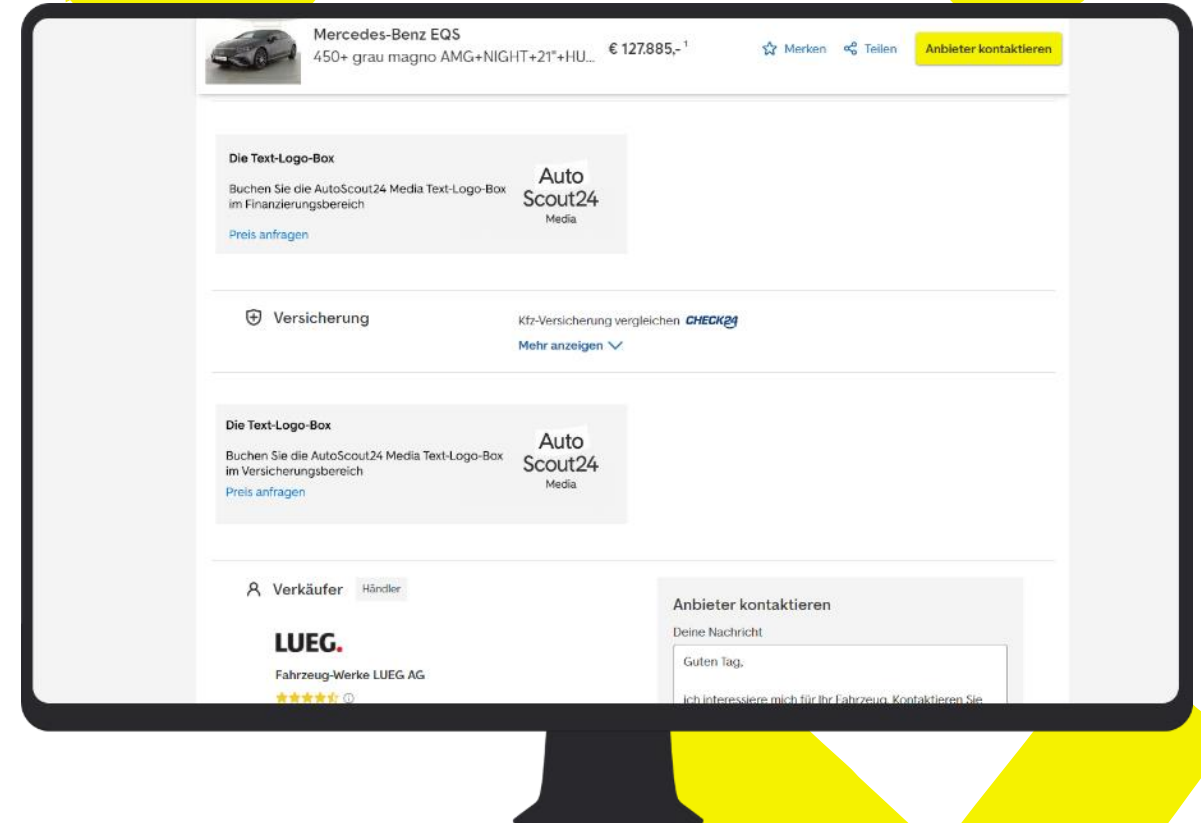
The Text-Logo Box is a native integration on the detailpage of AutoScout24 and is placed below the financing and insurance details.

## 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

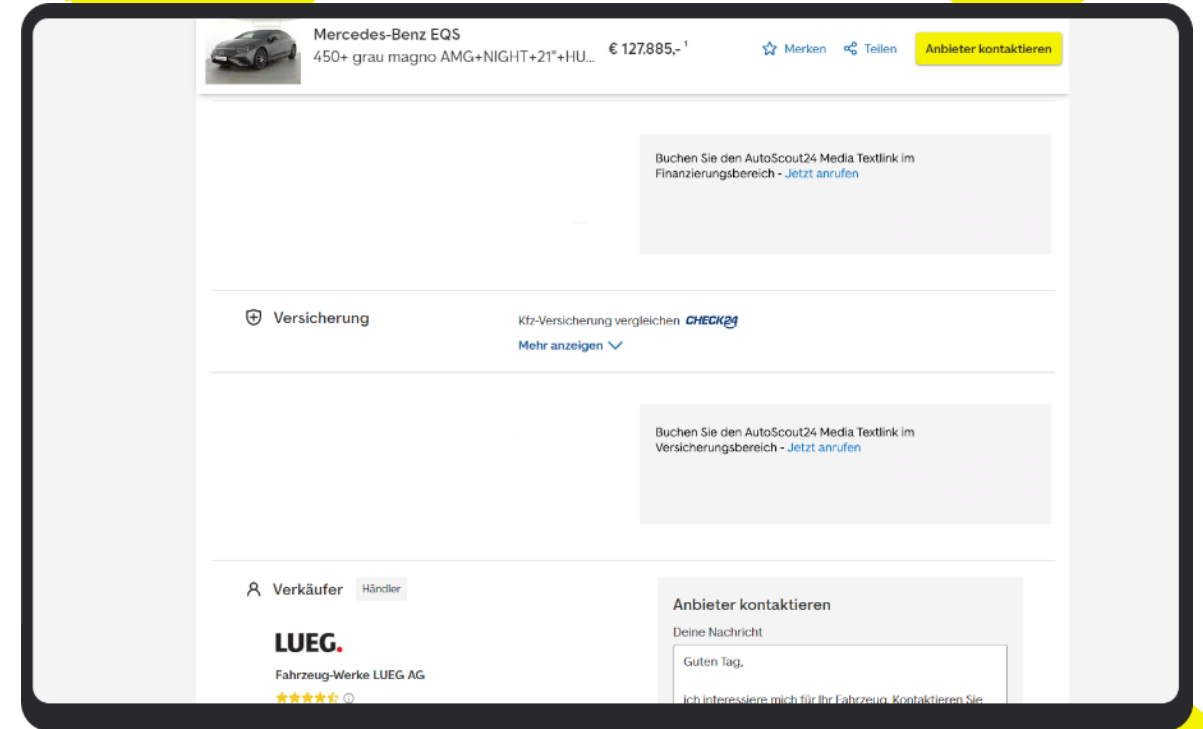
This textlink is a native integration on the detailpage of AutoScout24 and is placed below the financing and insurance details.

## 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

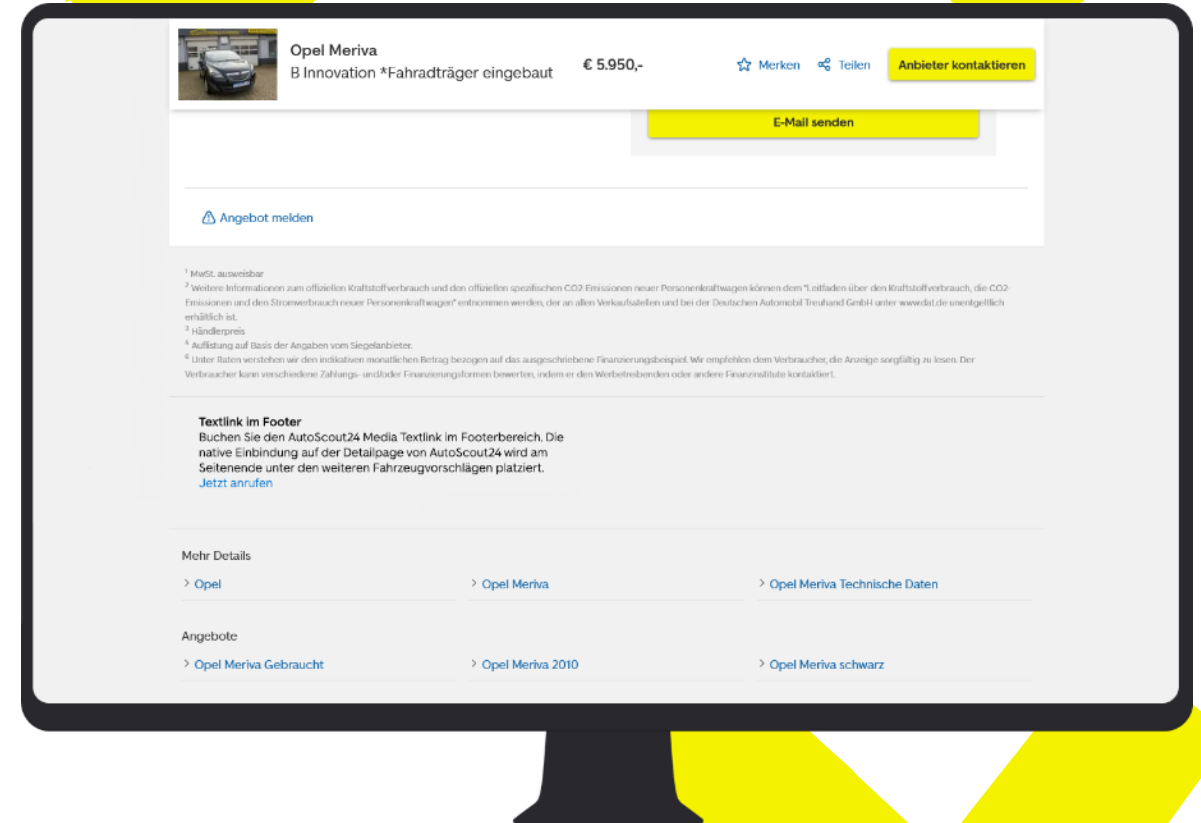
This textlink is a native integration on the detailpage of AutoScout24 and is placed at the end of the page below other vehicle suggestions.

### 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

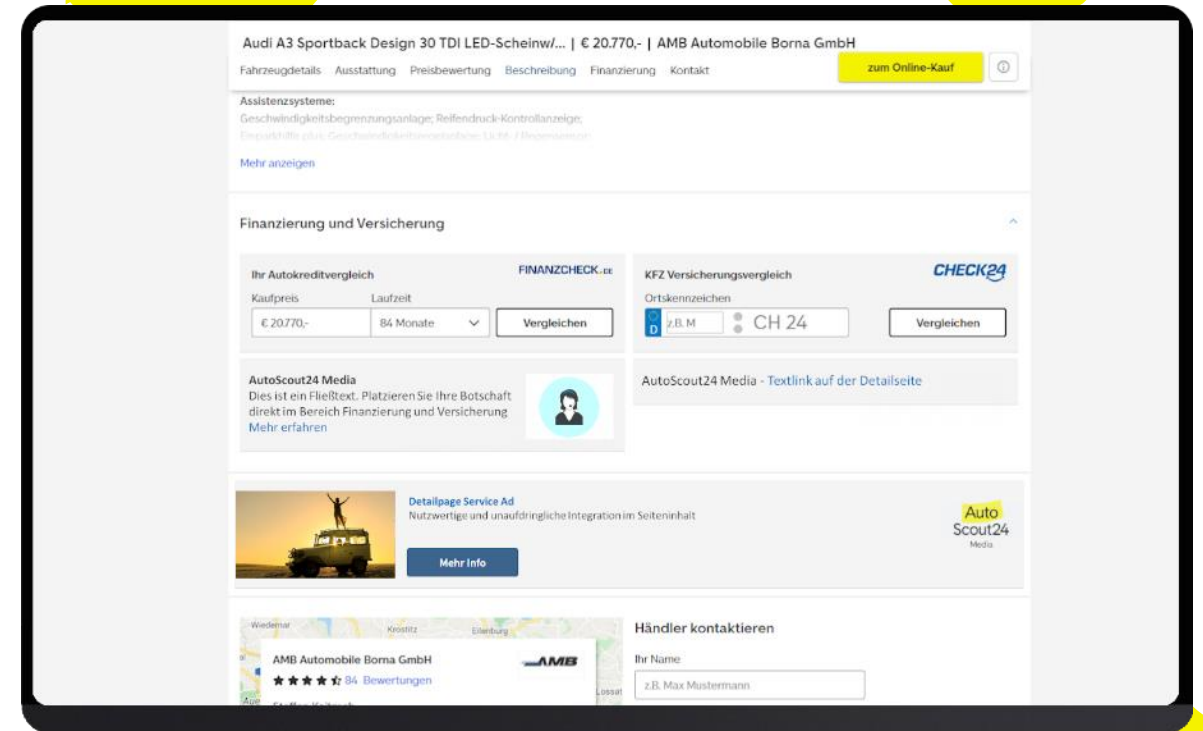
- Text, logo or animation in the image not allowed

### 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

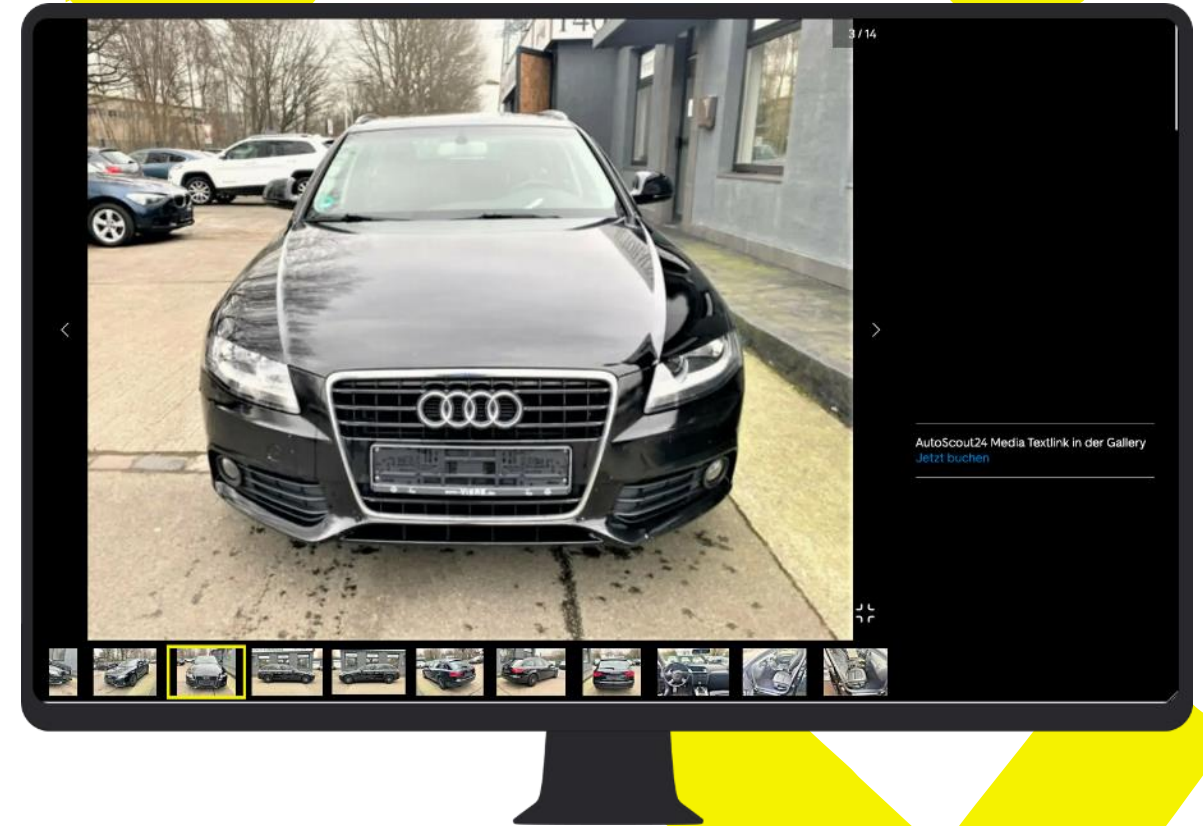
This text link is a native integration within the lightbox of the gallery on AutoScout24 and is placed below the vehicle details.

## 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

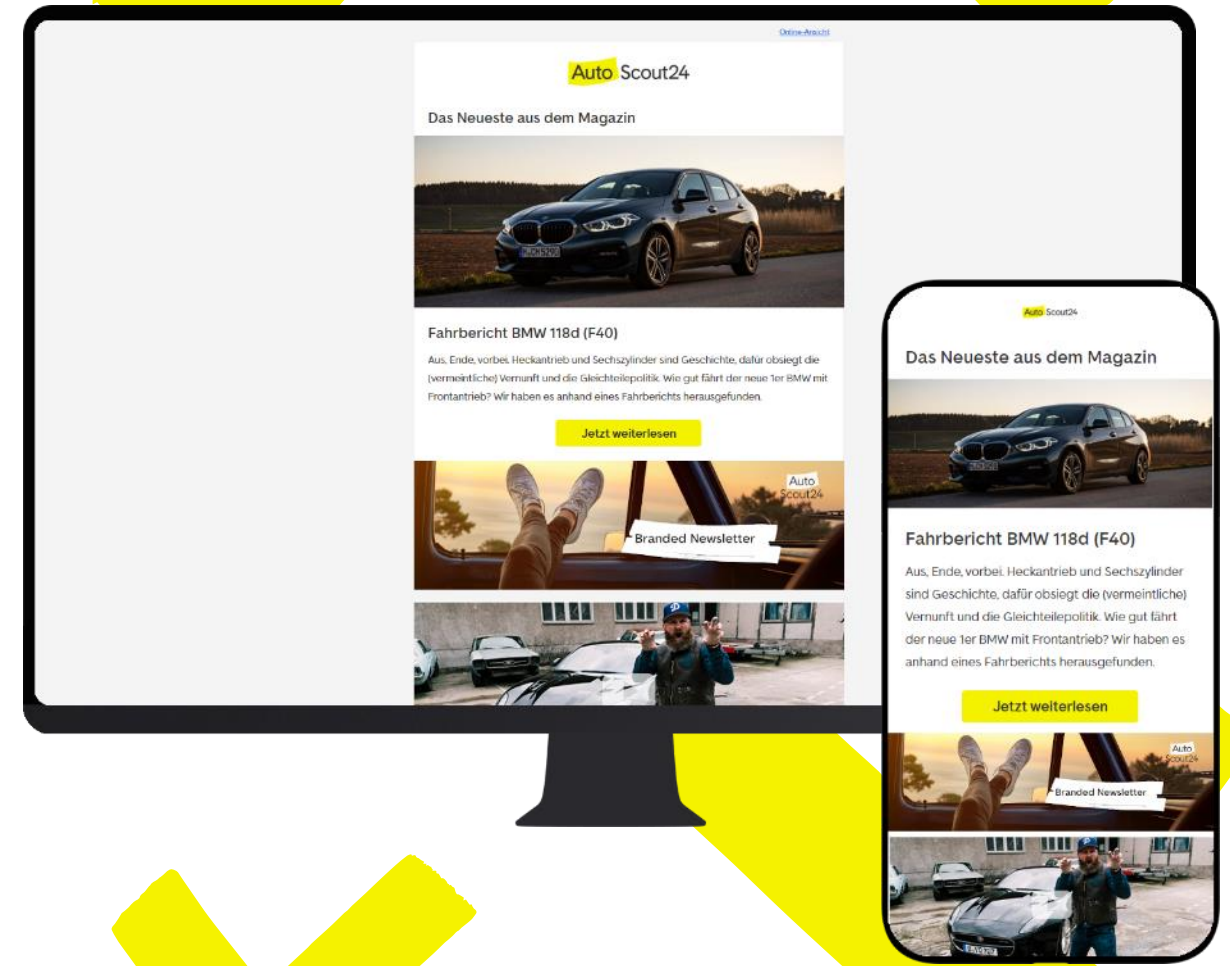
- The use of a tracking pixel is not possible due to the restrictions in the email clients

### 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

AutoScout24 GmbH  
Bothestraße 11-15  
81675 München

**Auto**  
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