swiss marketplace group

Specifications
Sponsored Native Ad

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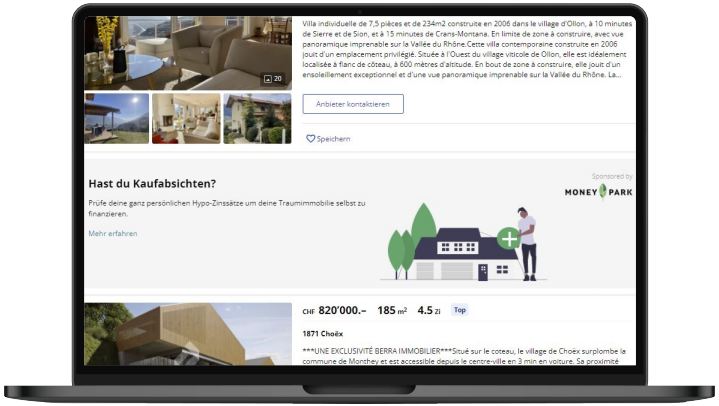
Sponsored Native Ad	
File Type	Image & Icon: PNG, transparent
Size	Image size: 360x240 px Icon size: 200x4.44 px
File Size	max. 150 kB
Additional Information	Headline: max. 36 characters (incl. spaces) Text length: max. 100 characters (incl. spaces) CTA: max. 20 characters (incl. spaces)



	Automotive		Real Estate			General Marketplaces			Cross SMG
Plattform	**AutoScout24**	**MotoScout24**	**ImmoScout24**	**Homegate**	**RE Satellites***	**Anibis**	**Tutti**	**Ricardo**	
Sponsored Native Ad	✘	✘	✘	✓	✘	✘	✘	✘	✘

*immostreet.ch, home.ch, alle-immobilien.ch

General Guidelines

General	
max. 150 kB	
Please note in the e-mail: Advertiser, campaign name, duration and contact person for queries.	
All standard advertising media should comply with the IAB standard.	
The target URL must lead to a functional website at the start of the campaign.	
All advertising material must be fully SSL (https) enabled.	
Third party tags must be enabled for testing purposes upon delivery.	
Delivery Deadlines	
Standard Formats: Advertising material must be sent at least 3 working days before the start of the campaign.	
Special Formats: Advertising material must be sent at least 5 working days before the start of the campaign and, if necessary, be approved by us.	
Delivery Adress	
Advertising general, Automotive, Real Estate, General Marketplaces	advertising@swissmarketplace.group

General Guidelines

HTML5
HTML5 advertising material must be delivered in a zip file.
The HTML document should be formatted in UTF-8 charset.
The following file formats are supported: HTML, CSS, JS, GIF, PNG, JPG, JPEG
The maximum size of HTML5 advertising material (zip file) is 150 kB. If a target URL is stored, it must be provided with a functioning click tracker. Please refer to the instructions from Xandr (IAB Standard): https://docs.xandr.com/en-US/bundle/monetize_monetize-standard/page/topics/html5-creative-guidelines-and-specifications.html
All references in the advertising material to external resources (JS libraries, videos, images, fonts, tracking pixels, etc.) must be delivered via SSL (https).
Mobile
If you are delivering HTML5 ad media for mobile devices, please include a static fallback (gif/jpg).
We cannot currently guarantee HTML5 support in all areas.
Video
File format: Raw-MP4
Assets have to be delivered separately as PNG
Best Case: No CTA & no graphics
It is possible to work with product carousels
Aspect Ratio: 16:9, 9:16. 4:4, 1:1
Animations/Sound/Flash
The length of the animation within an advertising banner is not limited. However, the recommended maximum length is 30 seconds.
Sound Activation by user interaction only.
Flash files are not allowed.

If you have a question or need more information, please do not hesitate to contact us!

Status: December 2022

Contact SMG Swiss Marketplace Group:
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+41 (0)31 744 21 77
swissmarketplace.group/advertising

Disclaimer:
All information without guarantee. SMG Swiss Marketplace Group Schweiz AG reserves the right to change the offer and prices.

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