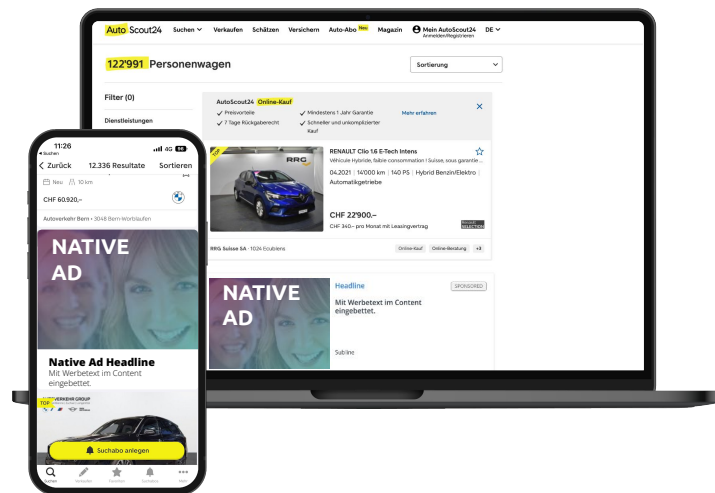


# Specifications Native Ad

# Specifications Native Ad

Native Ad	
File Type	JPG, GIF, PNG
Size	1200x627 px Safezone 836x627 px & horizontally aligned centrally <b>AS24/MS24: Safezone 4:3 &amp; horizontally aligned centrally</b>
File Size	100 kB (max. 150 kB)
Headline	max. 40 characters (incl. spaces)
Description	max. 40 characters (incl. spaces)
Additional Information	see General Guidelines



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

# 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 Address

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](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:  
advertising@swissmarketplace.group  
+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.

