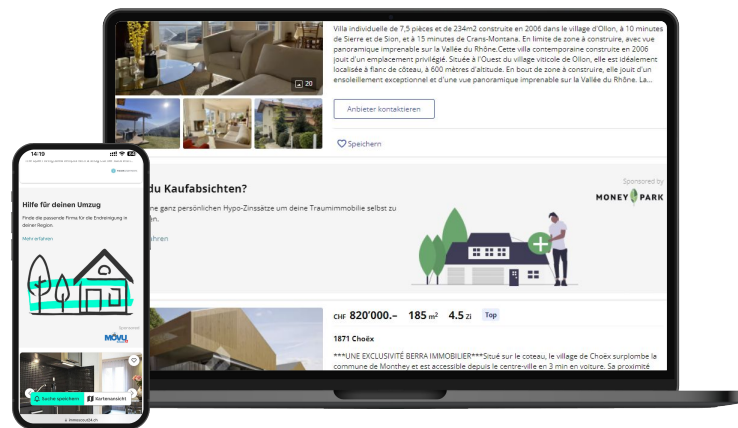


# Specifications Sponsored Native Ad

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## Sponsored Native Ad

File Type	Image & Icon: PNG, transparent (SMG can provide Image)
Size	Image size: 360x240px Logo size: <ul style="list-style-type: none"> <li>- Horizontal: 200x45px</li> <li>- Square/round: 45x45px</li> </ul>
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	X	X	✓	✓	X	X	X	X	X

# General Guidelines

These are general guidelines. Please note that Placement-Guidelines on Slide 2 (e.g. filetype) are overruling 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

These are general guidelines. Please note that Placement-Guidelines on Slide 2 (e.g. filetype) are overruling 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: February 2024

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.

