

Specifications B2C Newsletter AutoScout24

Specifications Newsletter Ad Placement

“B2C Newsletter” AutoScout24

Specifications		
Format	One-Row Layout	Two-Row Layout
both needs to be delivered	Headline: max. 65 characters (incl. spaces) Text Length: max. 370 characters (incl. spaces) CTA: max. 31 characters (incl. spaces) Image: 1280x853px	Headline short: max. 50 characters (incl. spaces) Text Length short: max. 105 characters (incl. spaces) CTA short: max. 31 characters (incl. spaces) Image: 1280x853px
Facts		
Frequency	every month	
Open Rate / CTR	24 % / 12-19 %	
Distribution list	approx. 115,000 subscribers	
Languages	DE/FR/IT/EN	

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

Contact SMG Swiss Marketplace Group:

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Disclaimer:

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

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