Specifications
Link & Box Combo
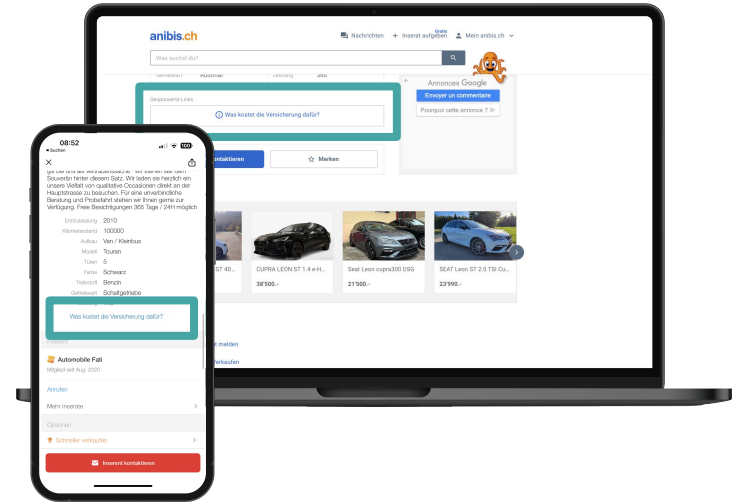
Product consists of:
- Content Link
- Partner Box

Specifications Content Link

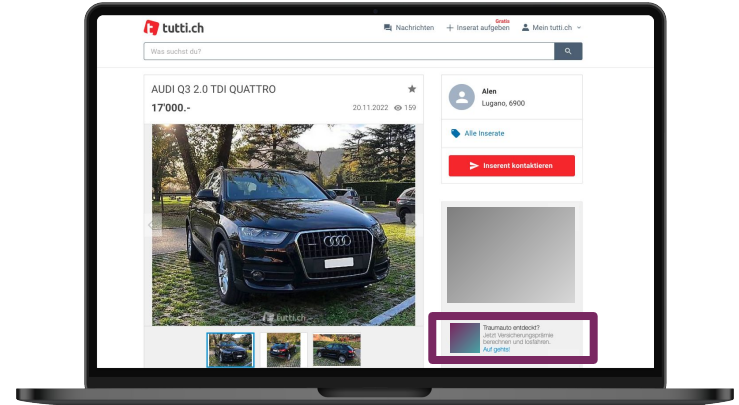| Content Link	
File Type	Text-File
Additional Information	Long term bookings for business integrations, no IO & Programmatic as of now Desktop & Mobile: Text length incl. CTA: max. 50 characters (incl. spaces)

Plattform	Automotive		Real Estate			General Marketplaces			Cross SMG
	AutoScout24	MotoScout24	ImmoScout24	Homegate	RE Satellites*	anibis.ch	tutti.ch	Ricardo	moneyland.ch	
Link & Box Combo	✘	✘	✘	✘	✘	✓	✓	✘	✘

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

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Specifications Partner Box

Partner Box	
File Type	JPG, PNG
Size	70x70 px
File Size	max. 150 kB
Additional Information	Long term bookings for business integrations, no IO & Programmatic as of now
Headline: max. 26 characters (incl. spaces)
Text length: max. 50 characters (incl. spaces)
CTA: max. 20 characters (incl. spaces)

	Automotive		Real Estate			General Marketplaces			Cross SMG
Plattform	**AutoScout24**	**MotoScout24**	**ImmoScout24**	**Homegate**	**RE Satellites***	**anibis.ch**	**tutti.ch**	**Ricardo**	**moneyland.ch**	
Link & Box Combo	✘	✘	✘	✘	✘	✓	✓	✘	✘	

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

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General Guidelines

These are general guidelines. Please note that Placement-Guidelines on Product Slides (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 Adress	
Advertising general, Automotive, Real Estate, General Marketplaces	advertising@swissmarketplace.group

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General Guidelines

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

HTML5	Mobile
HTML5 advertising material must be delivered in a zip file.	If you are delivering HTML5 ad media for mobile devices, please include a static fallback (gif/jpg).
The maximum weight (according to specs) refers to all files together in an unzipped state.	We cannot currently guarantee HTML5 support in all areas.
The HTML document should be formatted in the UTF-8 charset.	**Video**
Special characters that are not displayed correctly in the browser with UTF-8 must be encoded manually (e.g. [&]auml; instead of ä).	File format: Raw-MP4
The target URL and trackings must be stored in the HTML5 banner.	Assets have to be delivered separately as PNG
The target URL must be opened in a new tab (target='_blank').	Best Case: No CTA & no graphics
Ad media tests must be possible locally in the browser.	It is possible to work with product carousels
References in the advertising material to external resources (JS libraries, videos, fonts) must all be delivered via SSL (https://).	Aspect Ratio: 16:9, 9:16. 4:4, 1:1
Please refer to the instructions from Xandr (IAB Standard): smg.page/microsoft-html5-guidelines	
Animations/Sound/Flash	**AdSpeed**
The length of the animation within an advertising banner is not limited. However, the recommended maximum length is 30 seconds.	The loading speed of advertising media is crucial for campaign performance. For physical ads, the weight must adhere to the specifications. For 3rd-party tags, we test:
Sound Activation by user interaction only.	Rendering: How quickly the ad renders under repeatable conditions.
Flash files are not allowed.	Initial Load: The sum of all assets (weight as per specs) loaded during page load.
	Subload: Assets loaded after the page has loaded (waiting for browser event).
	Heavy Ads Intervention: Chrome blocks ads that use more than 60 seconds of CPU, more than 15 seconds in 30 seconds, or exceed 4MB of network bandwidth.
	Initial File Requests: The number of file calls impacts ad and page performance.
	These tests ensure campaign and page performance. We proactively report any anomalies. If our specs aren't met, visibility, click, and conversion rates may be affected. In such cases, we may not investigate counting discrepancies.

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

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