

Specifications Mobile Rich Media Formats

High Impact: Enrich your mobile advertising material!

The **rich media mobile placements** offer various types of direct interaction with the target group and can lead to a strong improvement in performance: Engagement rate up to 12 % and a CTR of up to 0.25 %*.

Available on all **SMG marketplaces**:

- **Swipe Cube** - Mobile Rectangle Cube
- **Scroll Reactive** - Mobile Rectangle Cube
- **Drag to reveal** (Panorama) - Mobile Rectangle



*Compared with a Mobile Rectangle.

Specifications and prices

Filetype delivery: jpg, png, gif (static or animated)

Redirect delivery: (Java Script / iFrame), HTML5 URL

Sizes: 300x250 px (deliver all images/elements in double size (600x500px).

Weight: < 150kb

Please note:

- Please check details specifications on [YOC Specifications Website](#) (Status March 2025)
- For Mobile Swipe Cube, please supply four 300x250 or 600x500 images.
- For the 'Drag to Reveal / Panorama' variant, please deliver the image as a wide format. However, it must be ensured that key elements are not cut off at the height of the rectangle (e.g. cars, products, etc.).

CPM prices in CHF	Automotive		Real Estate				General Marketplaces			Finance	Cross SMG
Platform	AutoScout24	MotoScout24	ImmoScout24	Homegate	Flatfox	RE Satellites*	anibis.ch	tutti.ch	Ricardo	moneyland.ch	
High Impact Format (each)	35	35	40	40	40	40	35	35	35	80	31

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

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Disclaimer:

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

