swiss marketplace group

# Specifications
# Sponsored Native Ad

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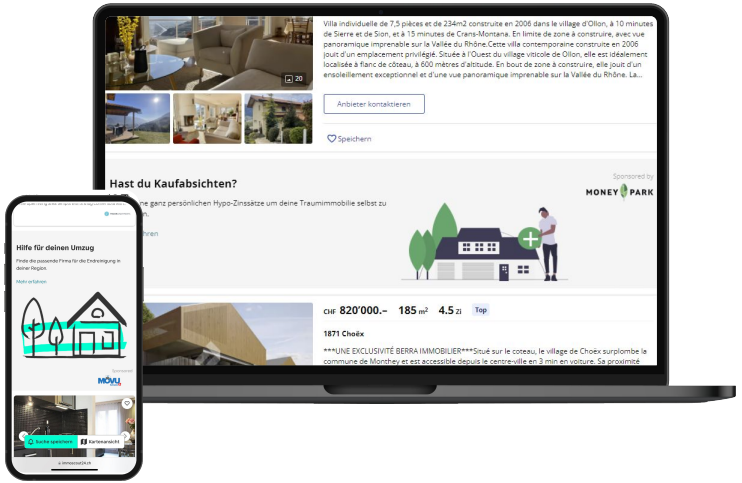
| Sponsored Native Ad | |
|---|---|
| File Type | Image & Icon: PNG, transparent<br>(SMG can provide Image) |
| Size | Image size: 360x240px<br>Logo size:<br>- Horizontal: 200x45px<br>- Square/round: 45x45px |
| File Size | max. 150 kB |
| Additional Information | Headline: max. 36 characters (incl. spaces)<br>Text length: max. 100 characters (incl. spaces)<br>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** | |
| Sponsored Native Ad | ✘ | ✘ | ✓ | ✓ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |



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

# 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 | The advertiser is responsible for the smooth functioning of the advertising material. |
| Please note in the e-mail: Advertiser, campaign name, duration and contact person for queries. | A campaign may be withheld if it does not meet the specifications. |
| All standard advertising media should comply with the IAB standard. | Advertising materials are tested on the most common devices, screen resolutions and browsers. Certain individual settings or configurations can lead to deviations in the display of the advertising materials. |
| 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. | |
| A timely campaign start is only guaranteed if the delivery deadlines are met. | |
| **Delivery Adress** | |
| Advertising general, Automotive, Real Estate, General Marketplaces | advertising@swissmarketplace.group |
| **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). |

# 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 Google (IAB Standard): https://smg.page/google-html5-guidelines | |
| Please refer to the instructions from Xandr (IAB Standard): https://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. Benchmark: 0.8 sec. |
| Flash files are not allowed. | Initial Load: The sum of all assets (weight as per specs) loaded during page load. Benchmark: 150kb. |
| **Number of subjects** | Subload: Assets loaded after the page has loaded (waiting for browser event). Benchmark 2000kb. |
| Max. 3 subjects (incl. tracking) for physical delivery. (Native Ads: A maximum of 5 text-image combinations are possible per language region and campaign). | 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. |
| For more than 3 subjects, delivery must be made via 3rd party tag and the exchange of advertising material must be carried out on the customer's side. | Initial File Requests: The number of file calls impacts ad and page performance. Benchmark 20 requests. |
| The exchange of physical subjects during an ongoing campaign is only permitted in exceptional cases. | 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. |

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

Contact SMG Swiss Marketplace Group:
advertising@swissmarketplace.group
+41 (0)31 744 21 21
swissmarketplace.group/advertising

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

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