

Technical Specifications AutoScout24 Media

April 2026

AutoScout24

Media

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General Information



Delivery of advertising material

Deadlines, guidelines and specifications must be observed

Terms of delivery

Standard advertising formats: 5 working days before campaign start

Special advertising formats: 10 working days before campaign start

AS24 Newsletter: 3 working days (Tuesday) before sending (Friday)

campaignmanagement@autoscout24.com

Non-compliance with our specifications/ late delivery

In the case of advertising material that was not produced according to the following specifications or in the case of advertising material that is delivered late, we do not guarantee that the campaign will start on time or that the booked service will be achieved.

Subsequent removal of advertising material

Upon delivery, the advertising materials are subjected to a check to see if they meet the specifications. Should problems arise after the start of the campaign, AutoScout24 Media reserves the right to remove advertising material partially or completely.

Possible reasons for this can be:

- Large number of complaints from our users
- the advertising medium interferes with the performance of the page or the use of the end device
- Subsequent changes to external advertising materials without prior consultation that contradict our specifications

Notes on HTML5 Ads 1/3

Delivery as Redirect

Delivery of HTML5 ads as redirect

The delivery can be made as a redirect (JavaScript-/ iFrame-tag). The redirect, as well as all built-in contents, trackers & redirects must be HTTPS-capable (secure: https://www...). Customer/agency trackings must be completely installed. In order to guarantee click measurement on our part, the support of an AdServer click measurement placeholder ("Clicktracker") is required (e.g. AdTAG: `<script src="https://www.adserverxyz.de/ads.min.js?click=%%CLICKTRACKER%%"></script>`). Redirects from third-party vendors must read the IAB TCF consent string or enable a possibility for transfer via placeholders (e.g. `$ {GDPR}` and `$ {GDPR_CONSENT_XXXX}`).

Overview of supported third-party providers for redirects:

On-Site Bookings: <https://support.google.com/admanager/answer/177366?hl=de>

Audience Extension Bookings: <https://support.google.com/displayvideo/answer/2782676?hl=de>

File weight

PC-Web/ Tablet: Max. 250 KB¹ | Smartphone: Max. 50 KB¹ | Subload: Max. 2 MB

For further information (e.g. compression, click-tag integration, streaming) please refer to [IAB-Standards](#). We also recommend using [IAB LEAN guidelines](#) incl. Initial- and Subload.

We reserve the right to change the HTML5 specifications without prior notice

1) Exact specifications See corresponding format

Notes on HTML5 Ads 2/3

Delivery of a physical ad

Delivery of physical HTML5 ads

Delivery can also be made as a ZIP file, in which any number of graphics, CSS, JavaScript and other files can be used. All content must be included in an index.html file. Only creatives that are IAB-HTML5 compliant will be accepted. For more information, click [here](#).

Important: A clickTag variable must be used in the JavaScript code of the ad. Example:

```
<head>
  <meta name="ad.size" content="width=300,height=250">
  <script>
    var clickTag = "http://www.targetwebsite.de";
  </script>
</head>
```

Linking on an image:

```
<a href="javascript:window.open(window.clickTag)">
  <img src=„image.jpg“>
</a>
```

Note: Please note that for physical HTML5 ads, only 1x1 pixels can be delivered as tracking URLs. Third-party SCRIPT tags cannot be used. It is also recommended to define a META tag with ad.size. More information can be found [here](#). When including external resources, make sure that they are enabled for cross-domain access on the server side. Use only JS frameworks or external fonts with low file weight. Animations should be as resource-efficient as possible.

Notes on HTML5 Ads 3/3

Delivery of an ad

Ad Format	Physical HTML5 ads	HTML5 ads as redirect
Leaderboard	x	x
(Mobile) Medium Rectangle	x	x
(Wide) Skyscraper	x	x
Lightbox Ad	x	x
Halfpage Ad	x	x
Masthead	x	x
Mobile Banner	x	x
(Double) Sitebar		x
Billboard Reminder	x	x
Detailpage Branding		x
(Mobile) Understitial		x
Gallery Ad	x	x
Homepage Takeover Hero Ad	x	x
Homepage Takeover Skin Ad		x

General Technical Guidelines 1/3

Advertising material must meet technical requirements

CPU load

The ad may not use the main thread for more than 60 seconds or 15 seconds in any 30-second window. Find more information regarding Heavy Ads [here](#).

Background Colours

The CI color of AutoScout24 (#F5F200) is not allowed.

Flexible or Responsive Ads

The term “responsive” refers to flexible ad sizes [as defined by the IAB](#). The Sitebar creative can have a vertical aspect ratio of 1:4, 1:3 or 1:2. Rich Media creative hosting vendors or HTML5 authoring tools call them Interstitial (Google), Deluxe Banner (Sizmek), Fully-Fluid™ (ResponsiveAds) or dynamic/scalable. Please ask your vendor for assistance in providing IAB-compliant flexible ads for the Dynamic Sitebar ad format.

HTML5

HTML5 advertising material can be delivered via redirect or physically. Comprehensive information on HTML5 advertising material can be found [here](#).

Links

The links of the Devices must open in a new window.

General Technical Guidelines 2/3

Advertising material must meet technical requirements

Performance & availability of advertising material

If 3rd party systems are used to (re-)load content, it must be ensured that these systems provide high availability and performance even under heavy load. If we detect availability or performance problems, we must stop the corresponding campaign. In this case, the risk of non-performance is borne by the advertising customer.

Plug-in / Codec

In order to display the advertising material, the advertising material must not prompt the user to first install a plug-in or codec.

Postmessage

Please note that the Devices are not loaded at the same time. In order to enable synchronous animation, the animation may only start once all Devices have been loaded completely. Please take this into account when programming.

Sound

The sound may only be activated by user interaction (click on button "Sound on" or a unique symbol). It must be possible to deactivate the sound at any time. Sound must not last longer than 30 seconds and must not be repeated. The maximum volume must not exceed -12dB.

SSL-compliant (HTTPS)

All destination URLs, tags, redirects and pixels contained therein must be SSL compliant (HTTPS).

General Technical Guidelines 3/3

Advertising material must meet technical requirements

Streaming and Initial-/Subload

The file accessing the stream/subload download must meet our file weight specifications. For videos with stop function, the stream must be closed as soon as the user clicks Stop.

Validity

Only the performance metrics recorded by the Ad Server of AutoScout24 Media are relevant for the fulfillment of the campaign.

Video integration

Video material can be integrated as “adaptive streaming” in the following formats: (Mobile) Medium Rectangle, Masthead, Halfpage Ad, Sitebar, Double Sitebar, Understitial. For this purpose, an MP4 file must be provided for hosting. Alternatively, the finalized creative can also be delivered as HTML5 redirects.

Display Advertising Guidelines on AutoScout24 1/3

Advertising material must meet design requirements

Principal

AutoScout24 is a well-known and trustworthy brand that must be considered and respected by our advertising partners. Although we are open to new creative ideas, we must ensure that the ads are appropriate for our users and are not in conflict with our content and branding.

The following points should be considered for display advertising:

- No influence on the performance of AutoScout24
- No contradictory statements about the AutoScout24 brand and its content
- No opening of a new browser window (Pop-up)
- No Devices with autoplay
- No link to competitors of AutoScout24
- No offensive or degrading content
- No unexpected or misleading functions (e.g. Window system message or other Windows symbols)
- No installing, copying or downloading of programs

Display Advertising Guidelines on AutoScout24 2/3

Advertising material must meet design requirements

Animation

Animation is not always permitted (see single format). The length of the entire animation must not exceed 30 seconds. The animation may have a maximum of 3 loops. The sound may only be played after user interaction.

Content

Use a simple and focused message across the entire ad.

The legal notice must not be longer than two lines and the font size must not exceed 10.

Avoid redundant information.

Design

Choose a suitable call-to-action in the advertising material and make sure that it is not larger than ours.

Do not use AutoScout24 elements in your design.

Preserve our brand perception.

The colours should not conflict with our colour hierarchy.

The advertising material must be different from other parts of our site and stand out in colour (exception: Native Ads).

The advertising material must have a visible border.

Display Advertising Guidelines on AutoScout24 3/3

Advertising material must meet design requirements

Images

Use high-quality, professional images.

Use an image statement across the entire ad (especially for BrandDays, tandems, etc.) to complement your core message. Create a homogeneous and qualitative image effect by using large and calm image motifs.

Logo

The advertiser's logo must not be the dominant visual element within the ad.

The logo may not be displayed at the end of an animation.

Other points

Too many elements (logo, call-to-action, image, etc.) in the advertising material are confusing for the user. We recommend a maximum of four elements.

By grouping the elements the attention of the visitors can be concentrated.

Make sure that all advertising texts of the ad are in a readable size.



Brand Safety at AutoScout24

100% **brand-safe** content

- > No **daily news** or **negative reporting**, e.g. about the automotive industry
- > Focus on **all topics related to mobility**

- Little ad clutter & high viewability
- Wide range of realization options for branding and performance campaigns
- Extensive & data protection compliant 1st Party Data

Our standards as a **premium publisher**

- Pleasant experience and relevant advertising for our users
- High-quality campaign environment for advertisers

Standard Formats

02



Standard Formats

Overview

AutoScout24

Media

Product	Devices	Technical information	Add. specification
Leaderboard	Desktop, Tablet	728x90 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	
Medium Rectangle	Desktop, Tablet	300x250 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	Adaptive streaming available
Skyscraper	Desktop, Tablet	120x600 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	
Wide Skyscraper	Desktop, Tablet	160x600 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	
Lightbox Ad	Desktop, Tablet	300x250 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	
Halfpage Ad	Desktop, Tablet	300x600 px max. 250 KB initial ¹ HTML5 ² /GIF/JPG	Adaptive streaming available
Masthead	Desktop, Tablet	800x250 px oder 970x250 px max. 250 KB initial ¹ HTML5 ² /GIF/JPG	Adaptive streaming available
Mobile Banner	MEW, Apps	320x100 px (oder 300x100 px) max. 50 KB initial ¹ HTML5 ² /GIF/JPG	
Mobile Medium Rectangle	MEW, Apps	300x250 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	Adaptive streaming available
Medium Rectangle Multiscreen	Desktop, Tablet, MEW, Apps	300x250 px max. 150 KB initial ¹ HTML5 ² /GIF/JPG	Adaptive streaming available
AdBundle Multiscreen	Desktop, Tablet, MEW, Apps	728x90 px + 120x600/160x600 px + 300x250 px max. 150 KB initial ^{1,3} HTML5 ² /GIF/JPG	

1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) Per individual format | See also [General Information](#)



Leaderboard

Description

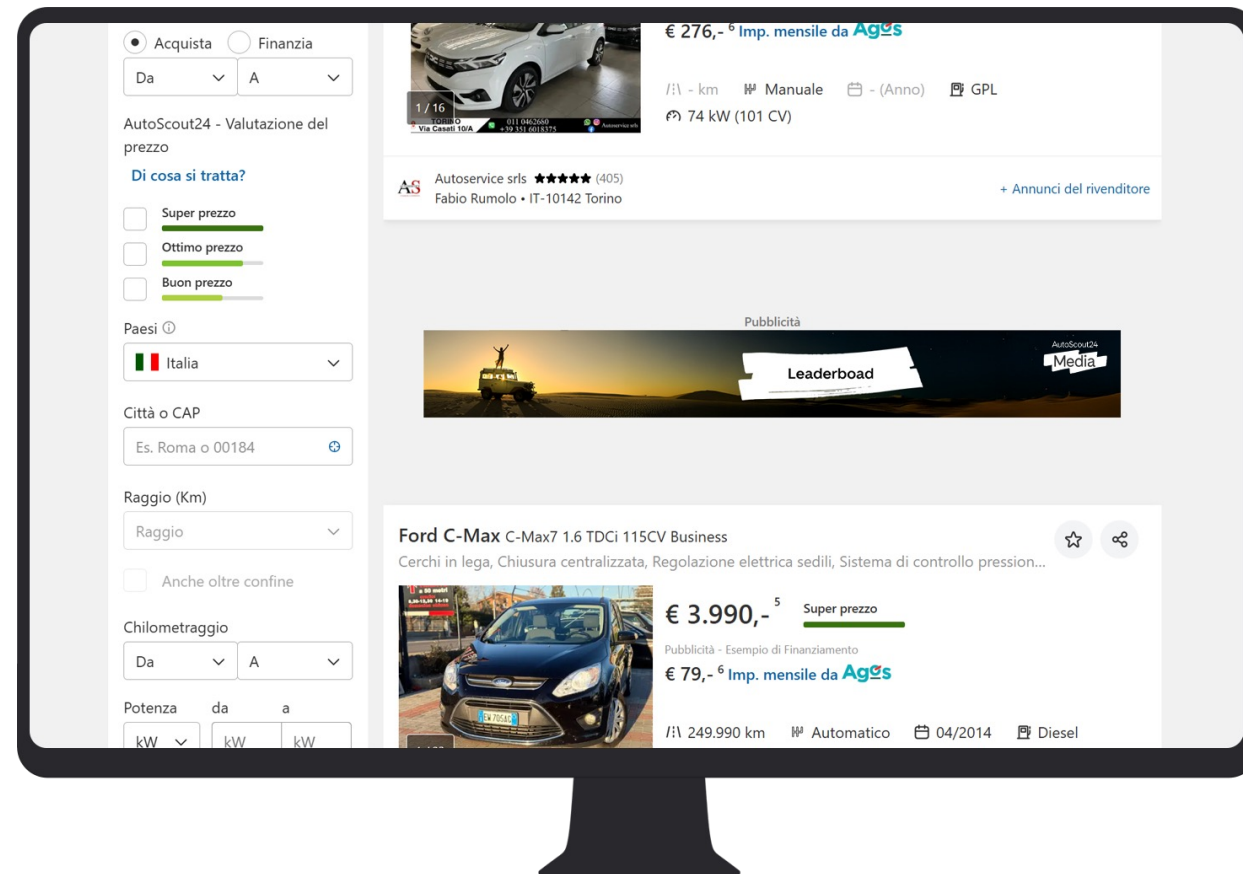
The Leaderboard is one of the classic standard formats. It is characterized especially by its elongated format.

Devices

- Desktop, Tablet

Technical information

- Dimensions: 728x90 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG



Medium Rectangle

Description

The Medium Rectangle is one of the classic standard formats. It is characterized by its compact, almost square dimensions.

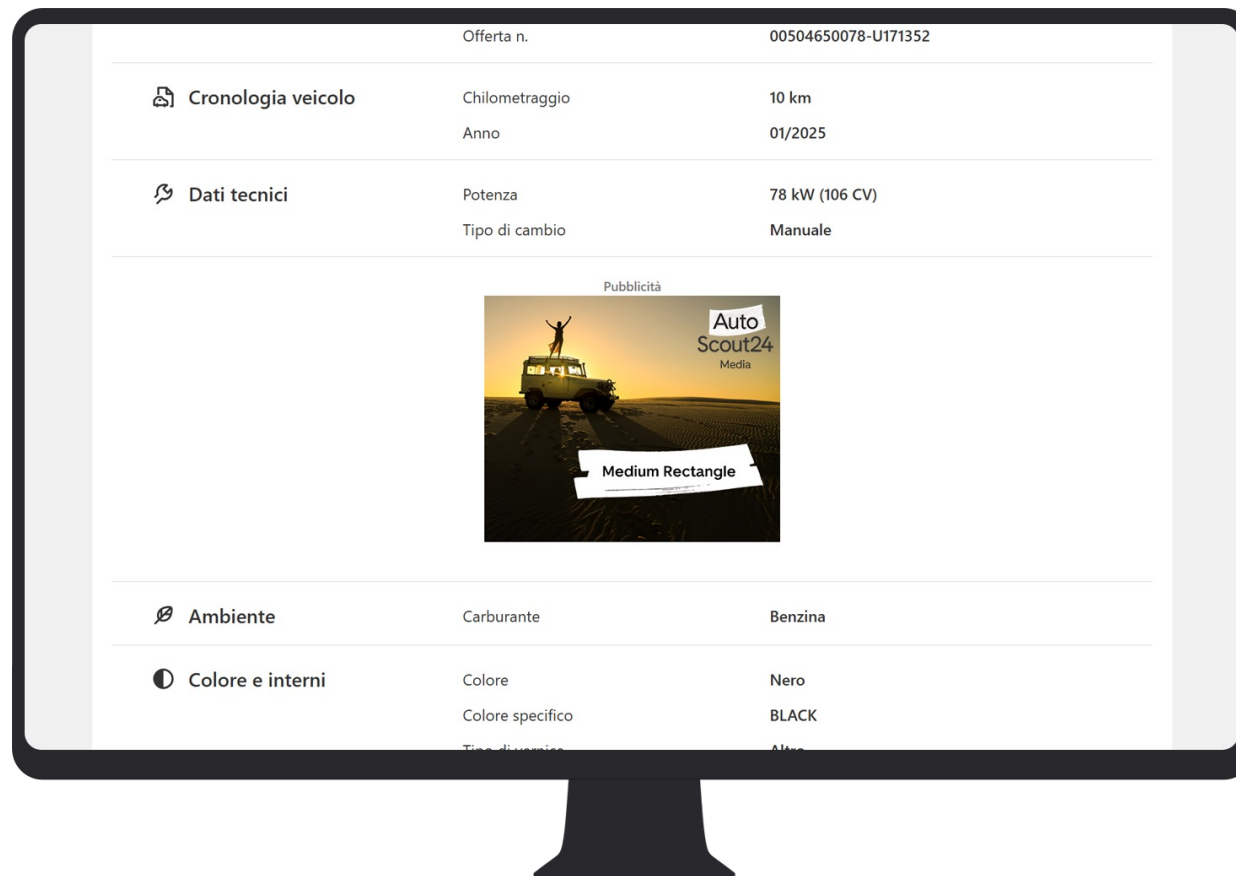
Devices

- Desktop, Tablet

Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG

Adaptive Streaming
available





(Wide) Skyscraper

Description

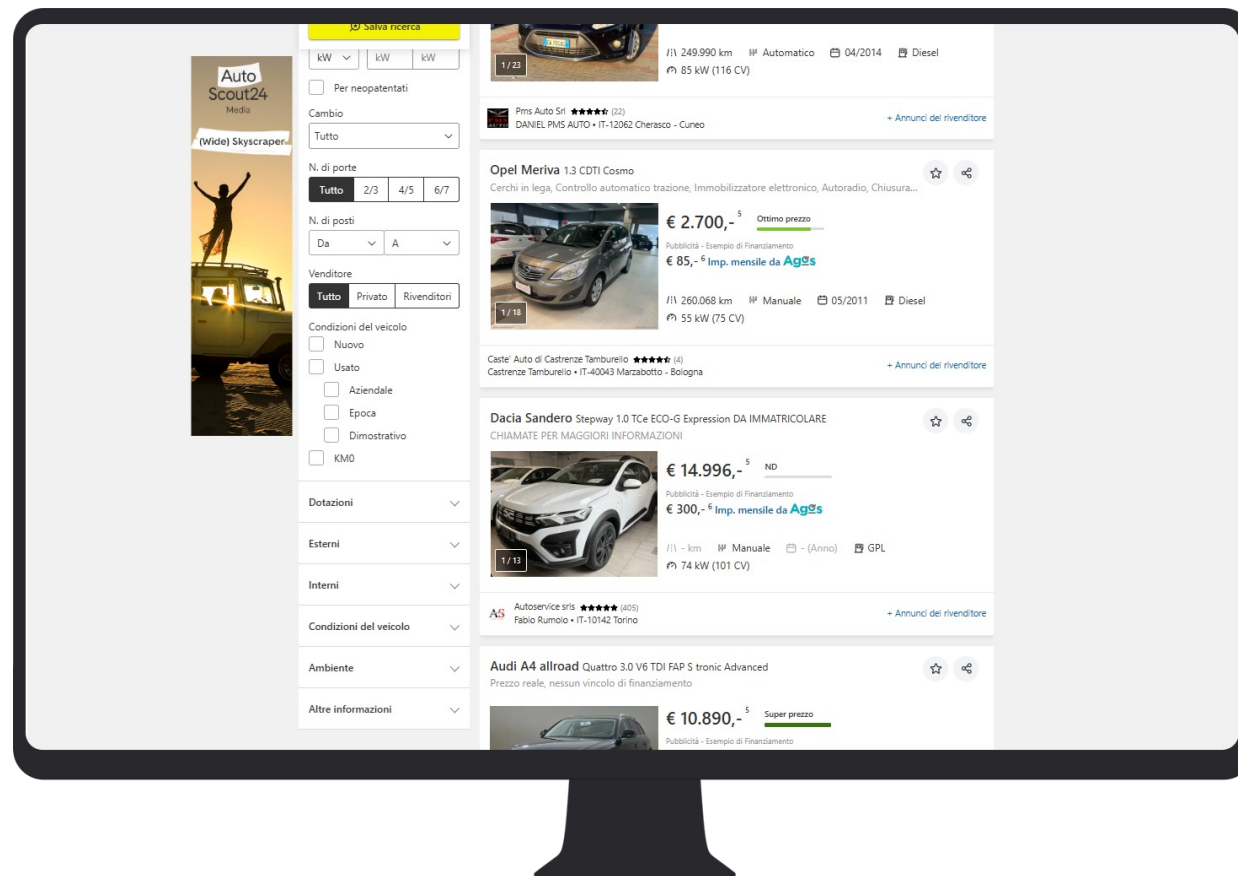
The (Wide) Skyscraper is one of the classic standard formats. It is characterized by its portrait format and remains sticky up to a certain scroll depth.

Devices

- Desktop, Tablet

Technical information

- Dimensions: 120x600 or 160x600 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG



Adaptive Streaming
available

Lightbox Ad (Medium Rectangle)

Description

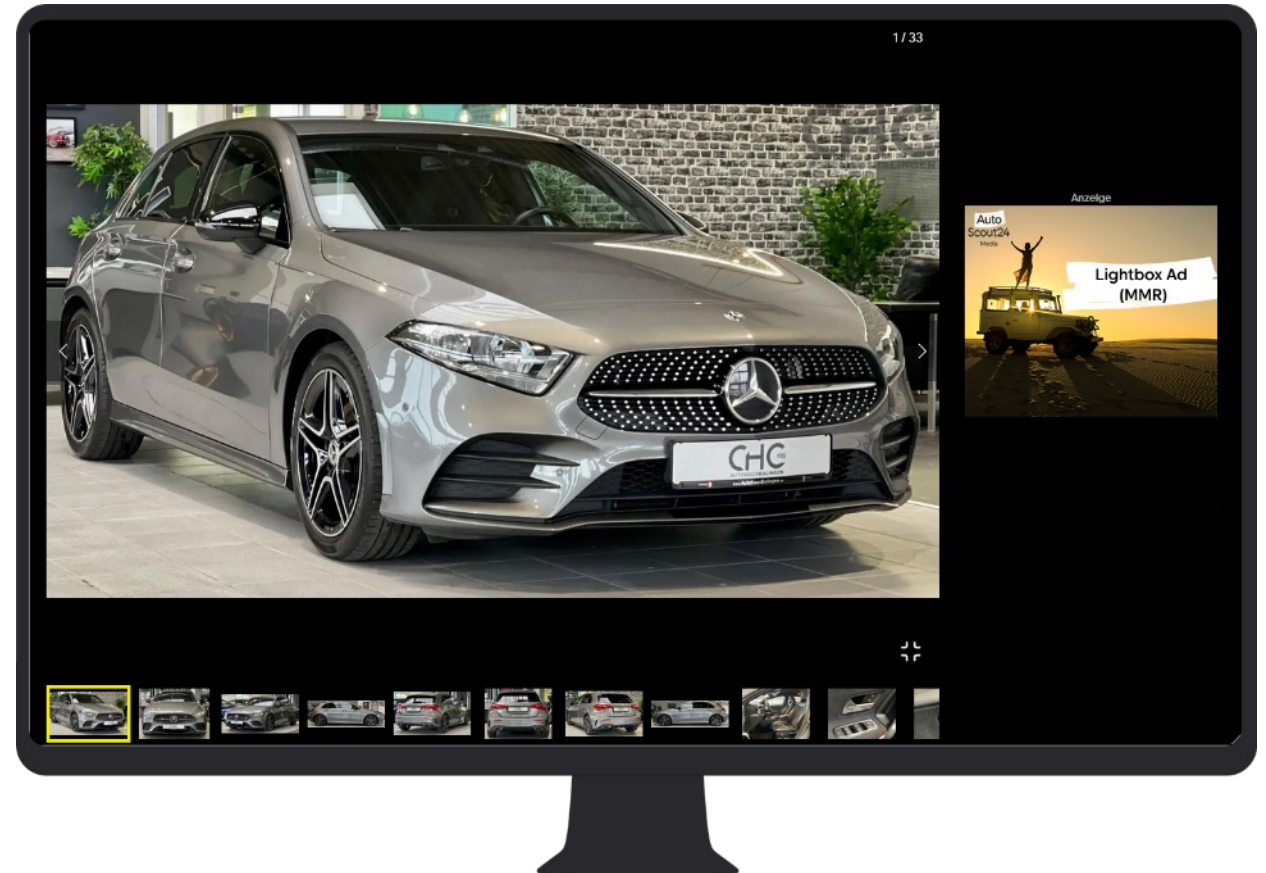
The Lightbox Ad consists of the standard format Medium Rectangle, which is prominently displayed in the Lightbox of the gallery.

Devices

- Desktop, Tablet

Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG



Adaptive Streaming
available

Halfpage Ad

Description

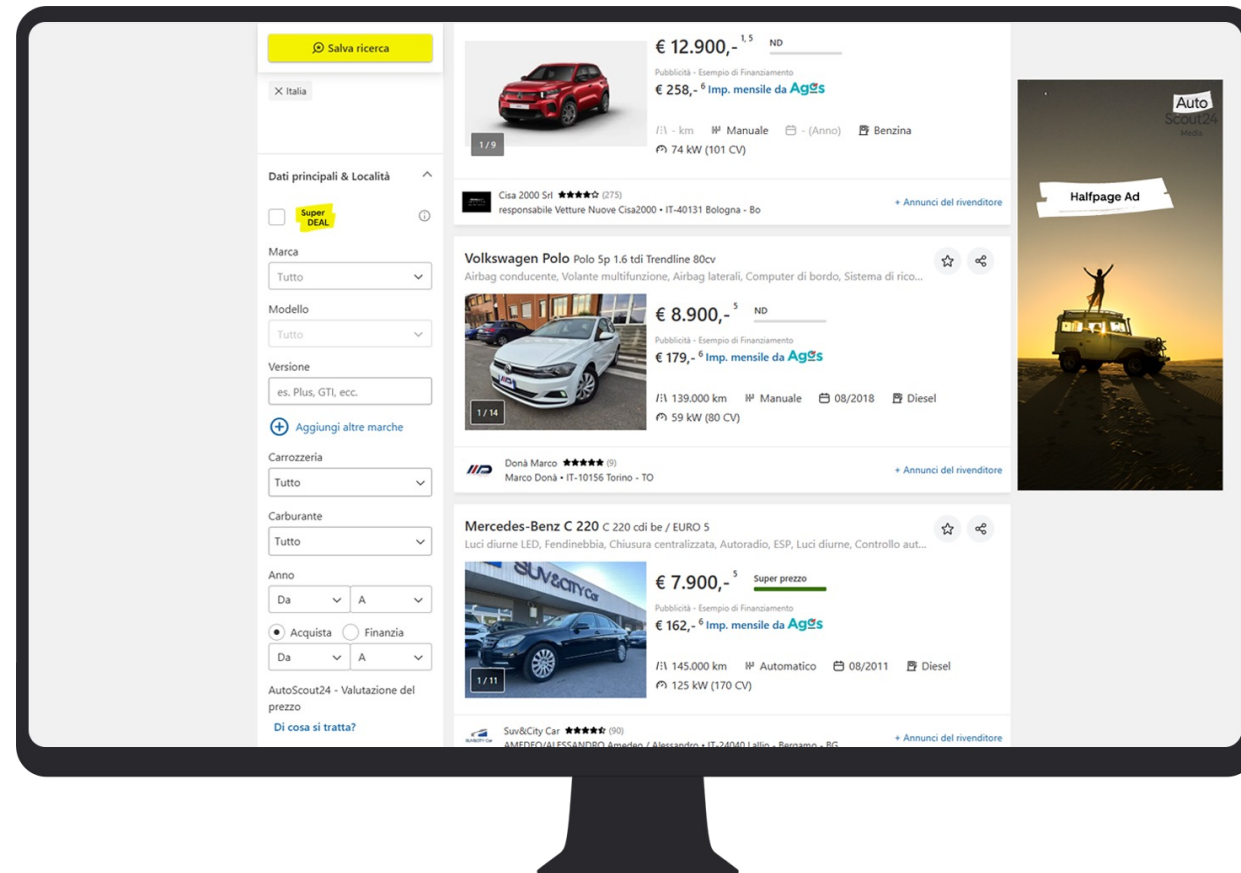
The standard format Halfpage Ad is characterized by its wide portrait format and remains sticky to a certain scrolling depth.

Devices

- Desktop, Tablet

Technical information

- Dimensions: 300x600 px
- File size: max. 250 KB initial¹
- File format: HTML5² /GIF/JPG





Masthead

Description

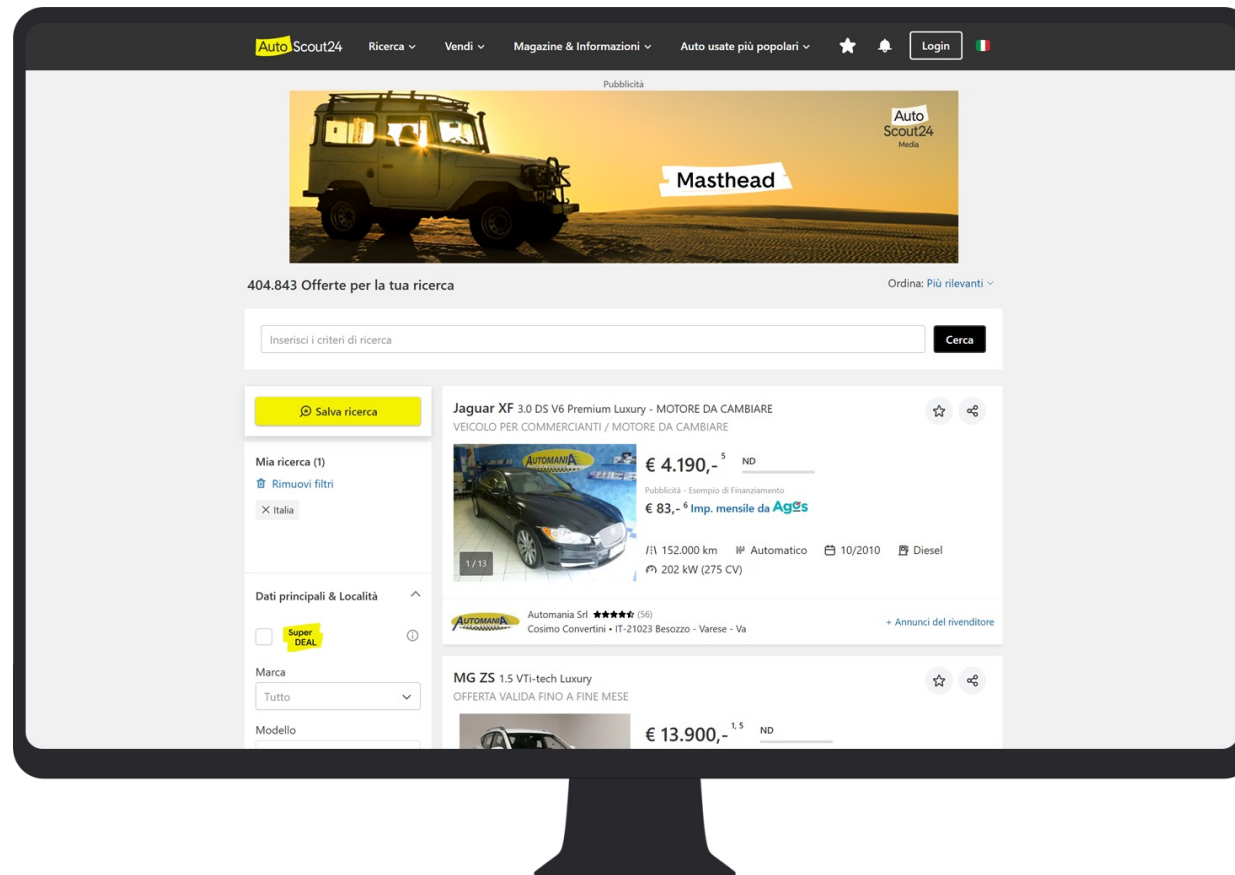
The Masthead is characterized in particular by its large landscape format, which is placed close to the content

Devices

- Desktop, Tablet

Technical information

- Dimensions: 800x250 px or 970x250 px
- File size: max. 250 KB initial¹
- File format: HTML5² /GIF/JPG





Mobile Banner

Description

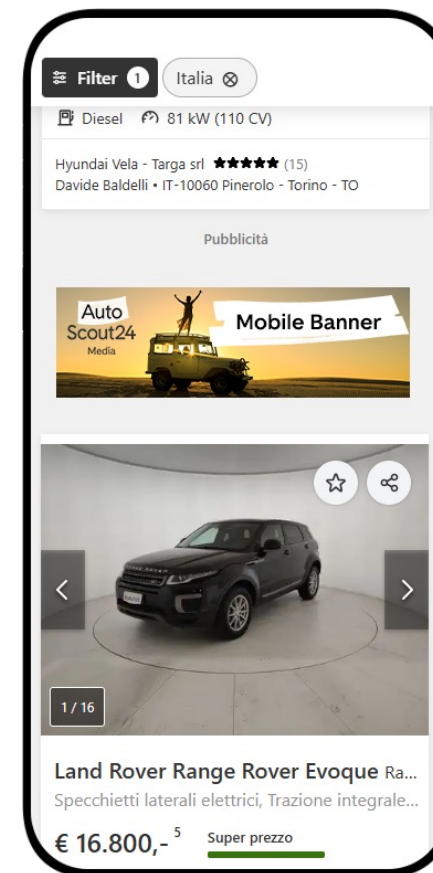
The Mobile Banner is one of the standard formats and stands out in particular for its compact landscape format.

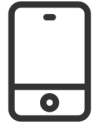
Devices

- MEW, Apps

Technical information

- Dimensions: 320x100 px (Optional also 300x100 px possible)
- File size: max. 50 KB initial¹
- File format: HTML5² /GIF/JPG
- Resolution: Additional delivery in double Retina resolution possible



Adaptive Streaming
available

Mobile Medium Rectangle

Description

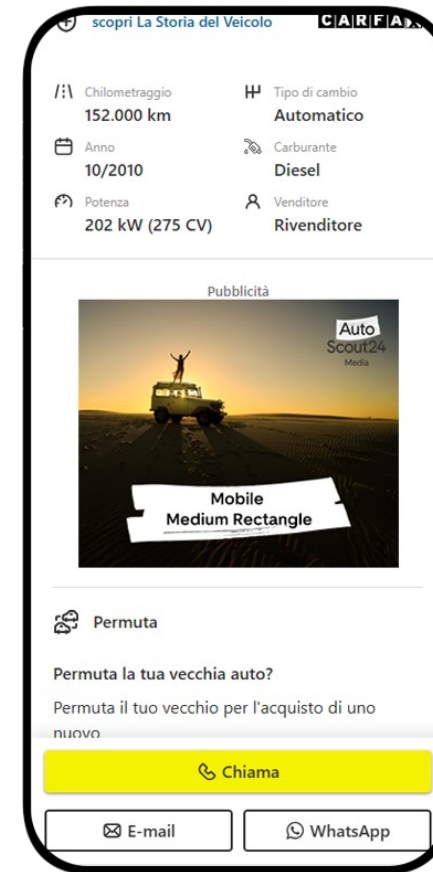
The Mobile Medium Rectangle is a versatile standard format that captures a large area of the screen on mobile devices.

Devices

- MEW, Apps

Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG
- Resolution: Additional delivery in double Retina resolution possible



Adaptive Streaming
available

Medium Rectangle Multiscreen

Description

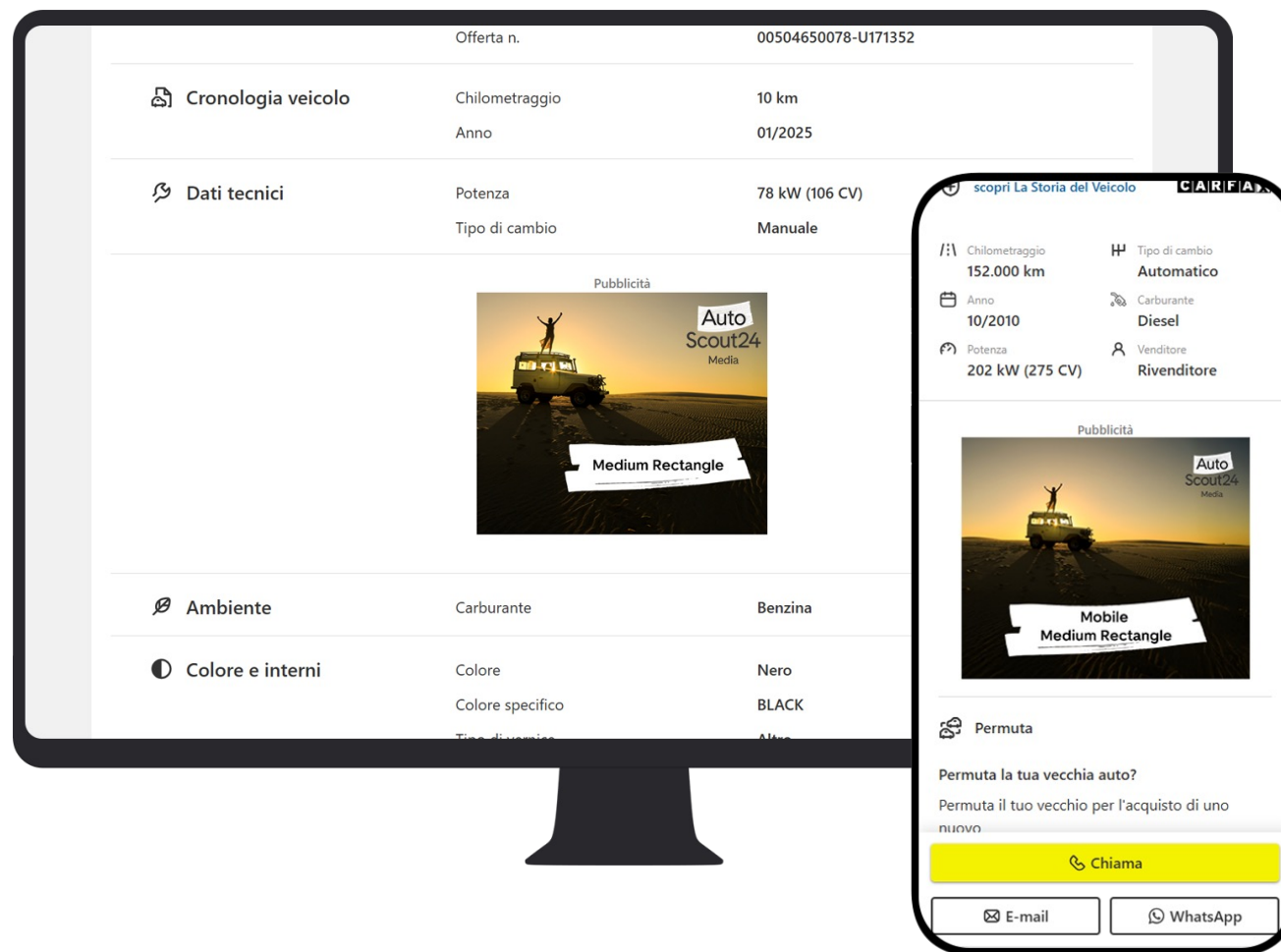
This format is a standard format which is available on all devices and characterized by its compact, almost square dimensions.

Devices

– Desktop, Tablet, MEW, Apps

Technical information

- Dimensions: 300x250 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG
- Resolution: Additional delivery in double Retina resolution possible





AdBundle Multiscreen

Description

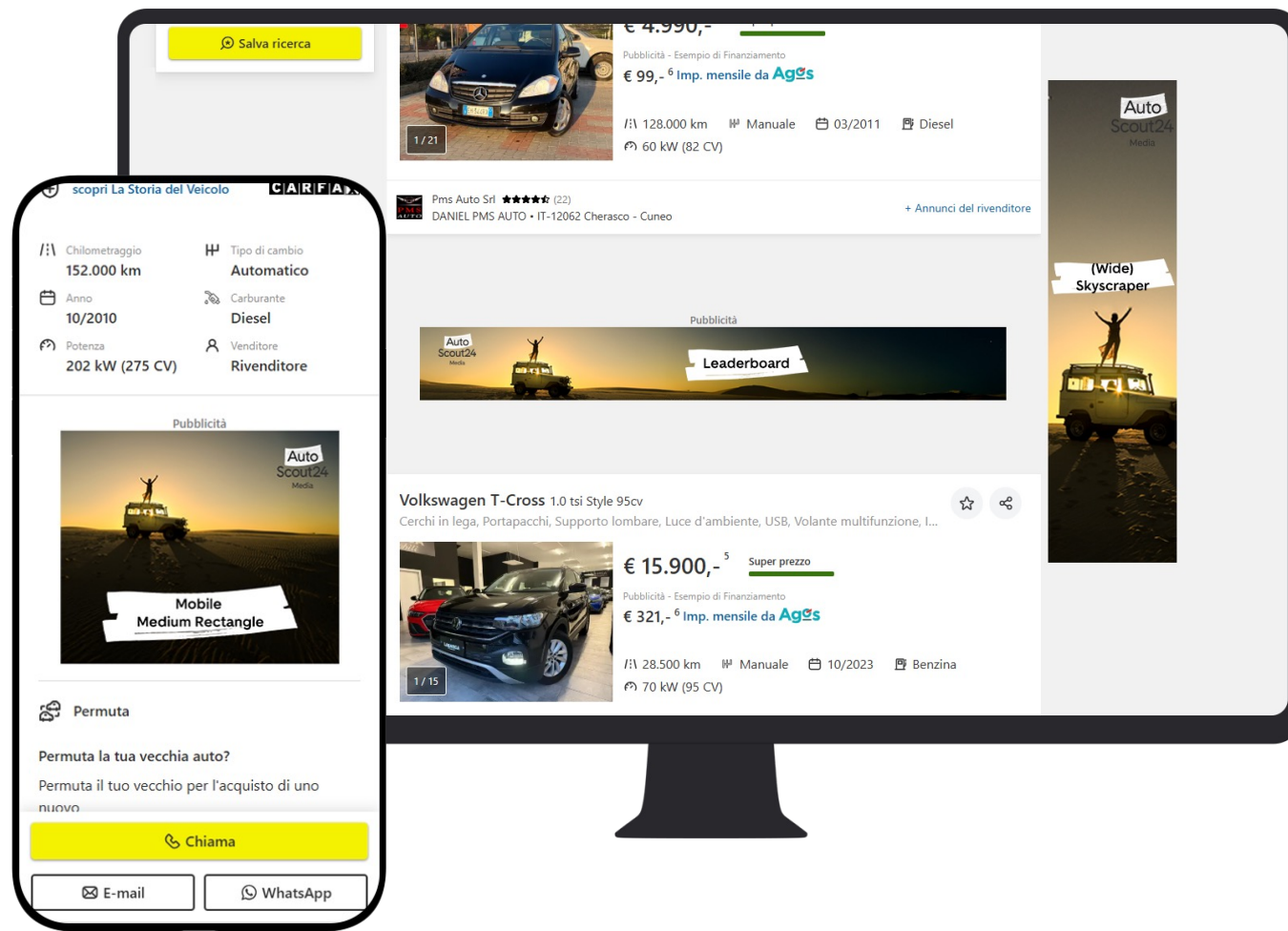
The AdBundle consists of the standard formats Leaderboard, (Wide) Skyscraper and Medium Rectangle Multiscreen, which are delivered depending on availability

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- Dimensions: 728x90 px + 120x600/160x600 px + 300x250 px
- File size: max. 150 KB initial¹ per single format
- File format: HTML5² /GIF/JPG



Special Formats

03



Adaptive Streaming
available



Sitebar

Description

The Sitebar is displayed on the right-side of our website content. The size adapts flexible to every display size.

Additional notes

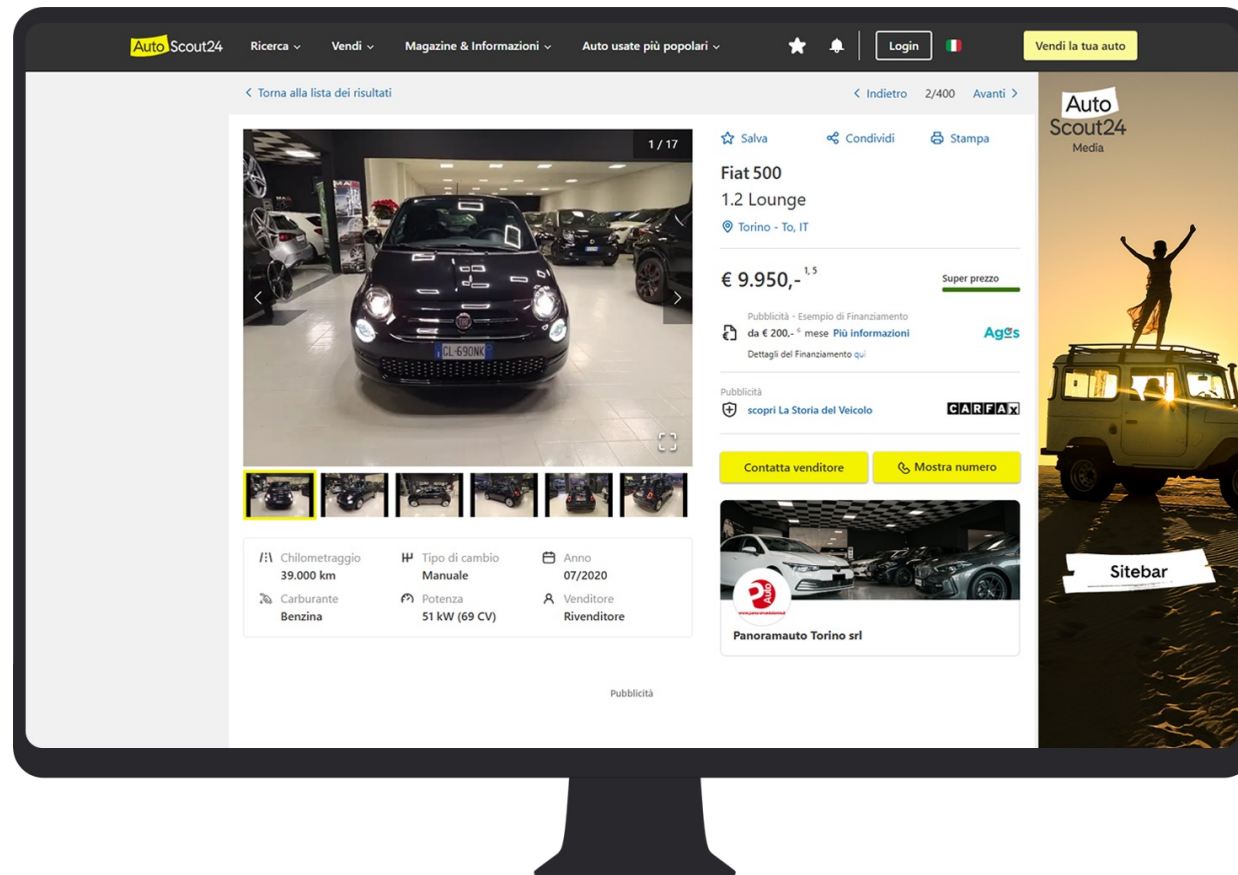
- Safety area: upper $\frac{2}{3}$ of the ad
- Scaling limited to max. 600 px horizontally
- Creative needs to be responsive

Devices

- Desktop

Technical information

- Dimensions: 1:4, 1:3, 1:2 or 300x960 px¹
- File size: max. 250 KB initial²
- File format: HTML5³



1) Must meet the IAB specification for Flexibible ads (See [here](#)) 2) Max. 2 MB subload, more information on initial-sub-load [here](#) 3) Please be aware of the notes on [HTML5 ads as redirect](#) | See also [General Information](#)

Adaptive Streaming
available

Double Sitebar

Description

The Double Sitebar is displayed on the right- & left-side of our website content. The size adapts flexible to every display size.

Additional notes

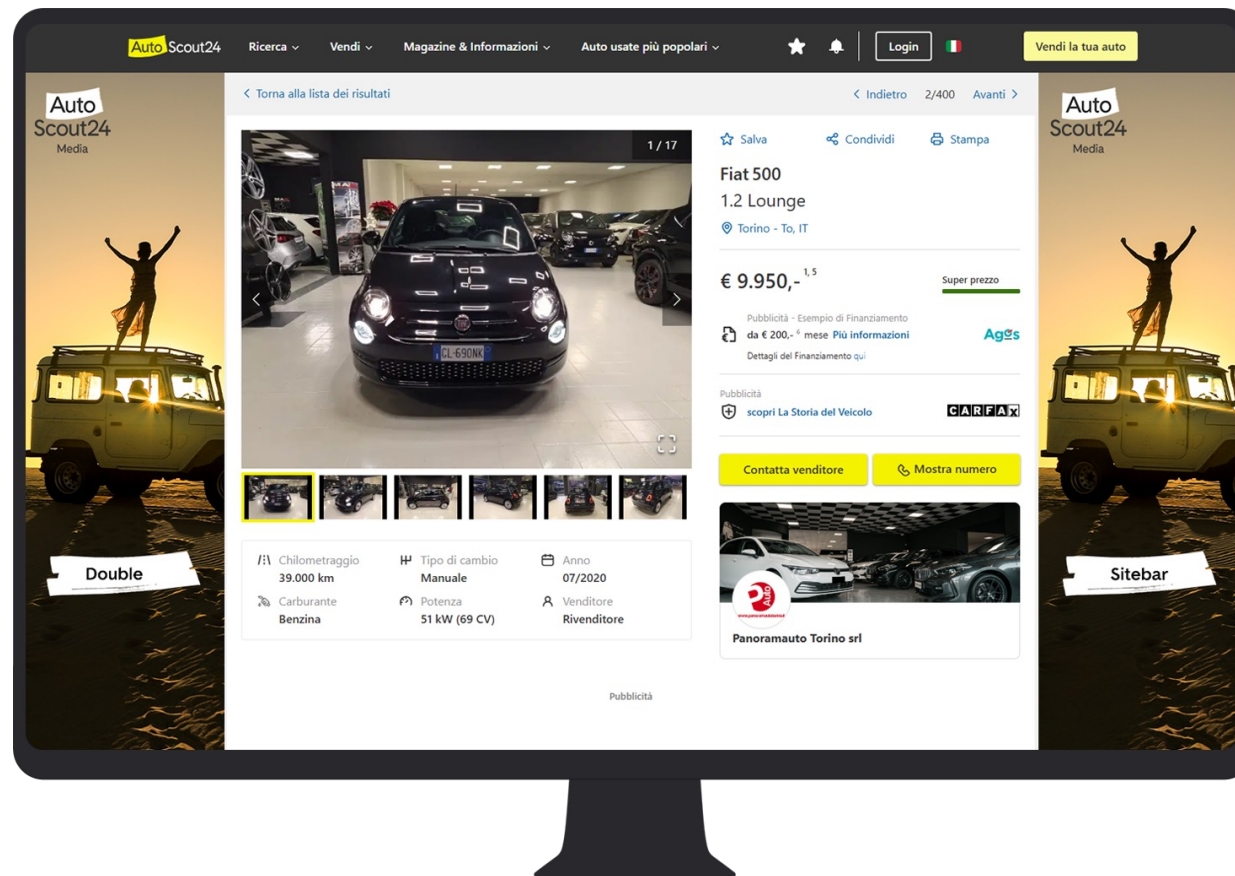
- Safety area: upper $\frac{2}{3}$ of the ad
- Scaling limited to max. 600 px horizontally

Devices

- Desktop

Technical information

- Dimensions: 1:4, 1:3, 1:2 or 300x960 px¹
- File size: max. 250 KB initial²
- File format: HTML5³



1) Must meet the IAB specification for Flexible ads (See [here](#)) 2) Max. 2 MB subload, more information on initial-sub-load [here](#) 3) Please be aware of the notes on [HTML5 ads as redirect](#) | See also [General Information](#)



Masthead Reminder

Description

This format includes a masthead with an integrated video. After "scrolling" the masthead, the video appears as a reminder at the bottom right corner of the browser¹.

Additional notes

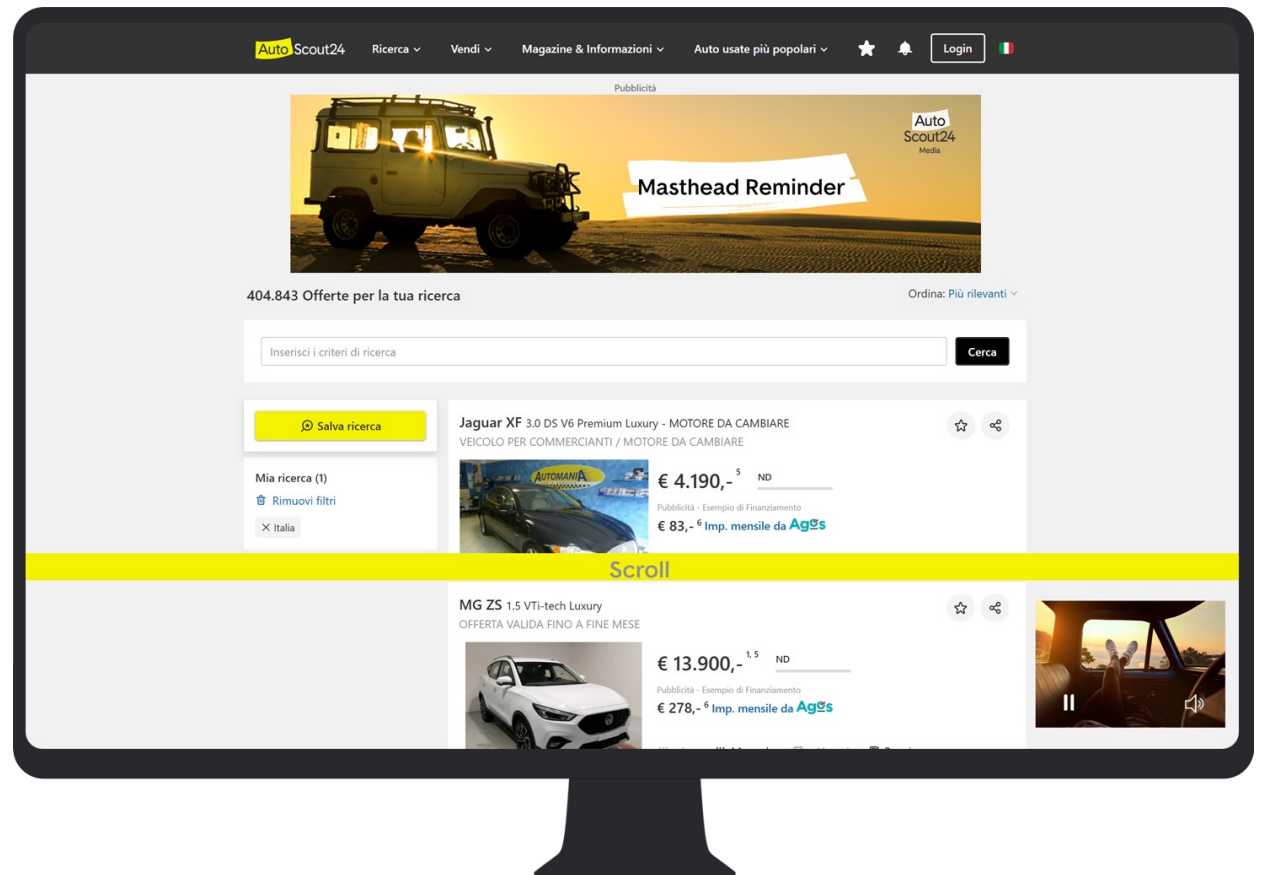
- Please use the template for creation

Devices

- Desktop

Technical information

- Masthead: 970x250 px | max. 250 KB initial² | HTML5³/GIF/JPG
- Video Reminder (max. 30 Sek.): 400x225 px | max. 5 MB | MP4



¹) Outside the page content ²) Max. 2 MB subload, more information on initial-sub-load [here](#) ³) Please be aware of the notes on [HTML5 advertising material](#) | See also [General Information](#)



Detailpage Branding

Description

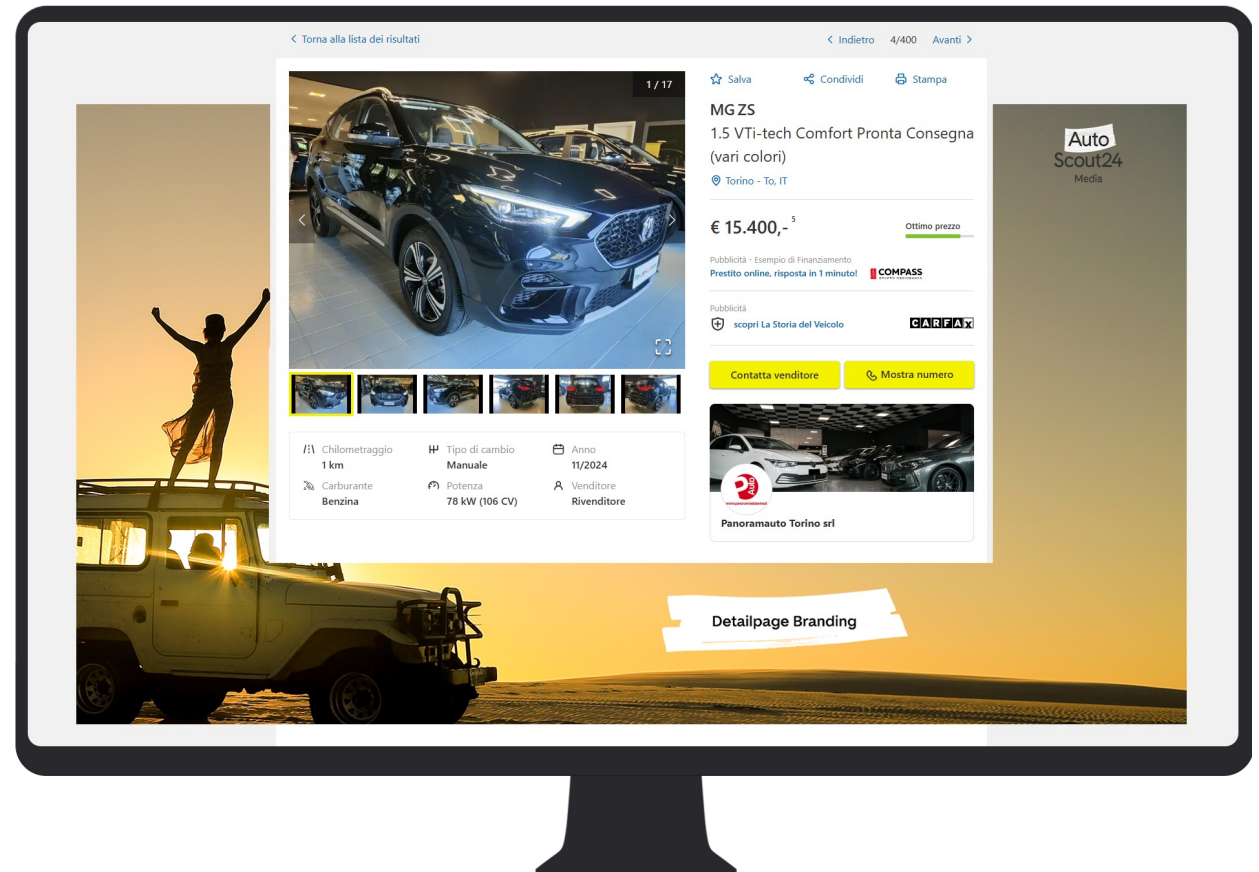
The Detailpage Branding consists of two "long" Halfpage Ads and a "wide" Masthead below the hero image.

Devices

- Desktop

Technical information

- Dimensions: 300x960 px (left & right Halfpage Ad) + 1120x250 px (Masthead)¹
- File size: max. 250 KB initial² per single format
- File format: HTML5³ /GIF/JPG



1) Alternatively, also 2x 160x800 px + 1120x90 px possible 2) Max. 2 MB subload, more information on initial-sub-load [here](#) 3) Please be aware of the notes on [HTML5 ads as redirect](#) | See also [General Information](#)



Mobile Rich Media

Description

Different images rotate automatically or through user interaction by means of various effects (e.g. cube, slide, fade, flip, coverflow).

Additional notes

- Creation via external service provider¹

Devices

- MEW, Apps

Technical information

- Image (min. 4): 640x480 px | max. 200 KB² | HTML5/GIF/JPG
- Video (max. 30 Sek., recommended 15-20 Sec.): 16:9 | max. 5 MB | MP4



1) Weborama 2) per image | See also [General Information](#)



Mobile Slider Ad

Description

The Mobile Slider is a combination of image and text that can present different content thanks to automatically changing pictures.

Additional notes

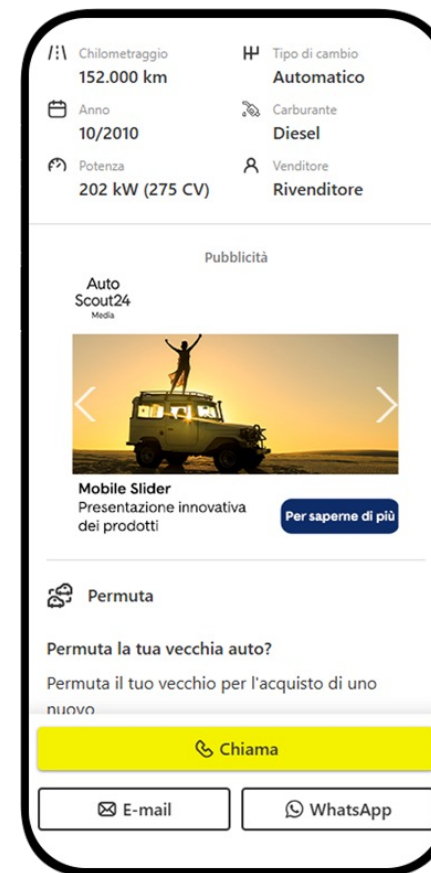
- Creation via external service provider¹

Devices

- MEW, Apps

Technical information

- Images (min. 3): 614x216 px | max. 100 KB² | GIF/JPG/PNG/SVG
- Logo: 180x80 px | max. 100 KB | GIF/JPG/PNG/SVG
- Headline: max. 20 characters
- Text: max. 24 characters
- CTA: Learn more/ Request now/ Call now



¹) Weborama ²) per image | See also [General Information](#)



Mobile Video Ad

Description

The Mobile Video Ad consists of a video, text and a call-to-action. The video starts automatically and the sound starts with a click from the user.

Additional notes

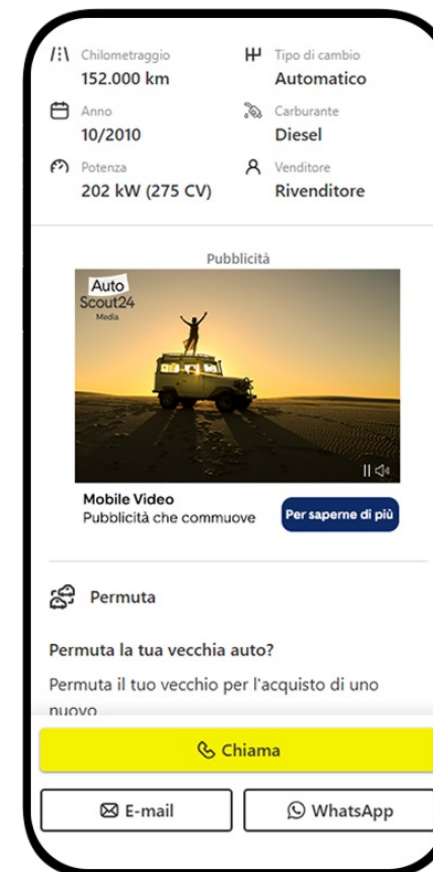
- Creation via external service provider¹

Devices

- MEW, Apps

Technical information

- Video image: 640x360 px | max. 100 KB | GIF/JPG/PNG/SVG
- Video (max. 30 Sec., recommended. 15-20 Sec.): 16:9 | max. 5 MB | MP4
- Headline: max. 20 characters
- Text: max. 24 characters
- CtA: Learn more/ Request now/ Call now





Canvas Ad

Description

Clicking on the start image opens the canvas, which consists of various "slides". Different media elements can be used for an appealing presentation.

Additional notes

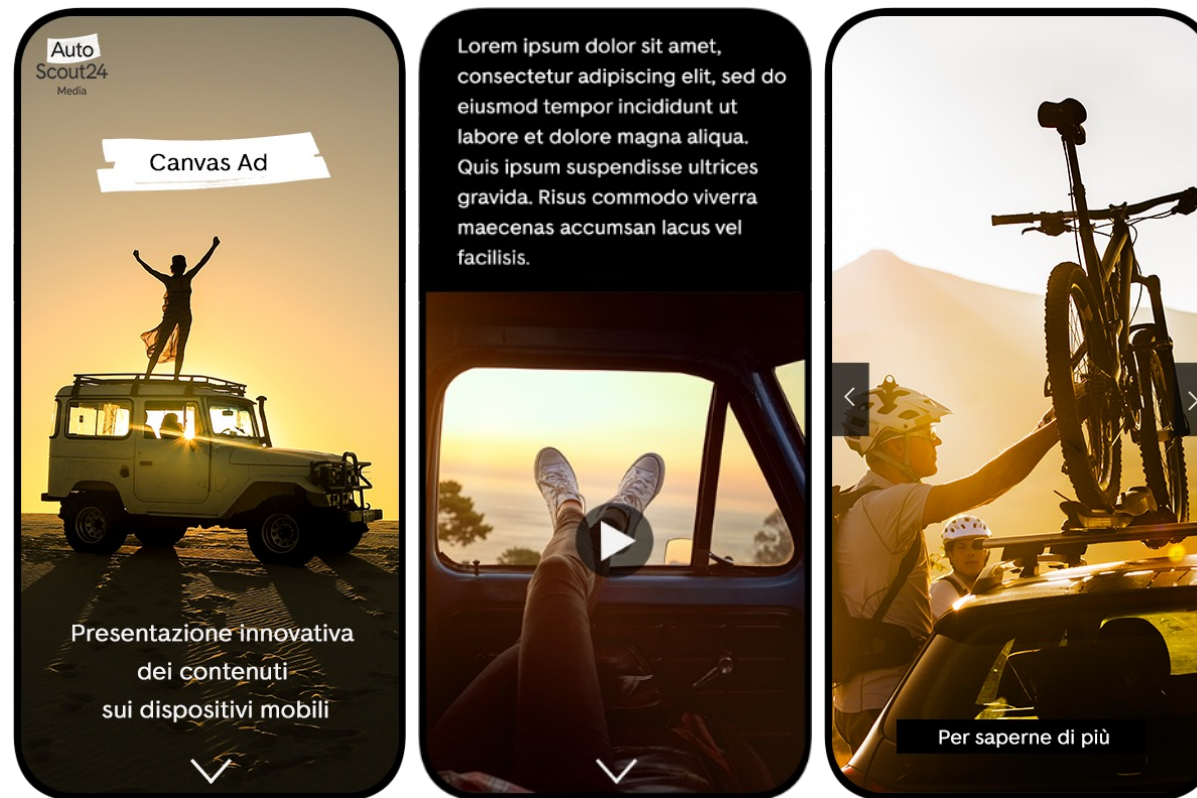
- Creation via external service provider¹

Devices

- MEW, Apps

Technical information

- Starting screen: 300x250 px | max. 200 KB | GIF/JPG
- More „Slides“, e.g.. with: images (max. 200 KB²), Videos (15-20 Sec., 16:9 | max. 5 MB | MP4), Text



¹) Weborama ²) per image | See also [General Information](#)



Native Content Ad

Description

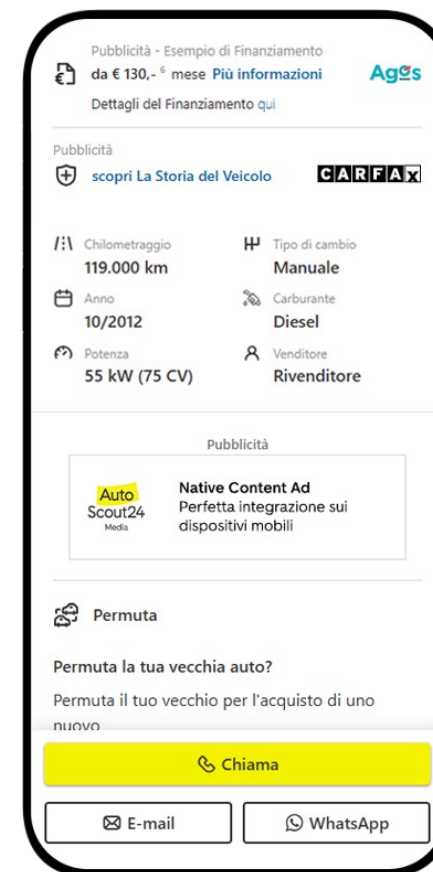
This integration combines a text teaser with the customer logo. It fits harmoniously into the content of the detailpage.

Devices

- MEW, Apps

Technical information

- Logo: 240x240 px | max. 20 KB | JPG/PNG
- Headline (advertiser's name): max. 20 characters
- CtA: max. 40 characters





Shoppable Video Ad

Description

The Shoppable Video Ad consists of a video and matching product tiles. The video starts automatically and the sound starts with a click from the user. The tiles rotate automatically and on user interaction.

Additional notes

- Creation via external service provider¹

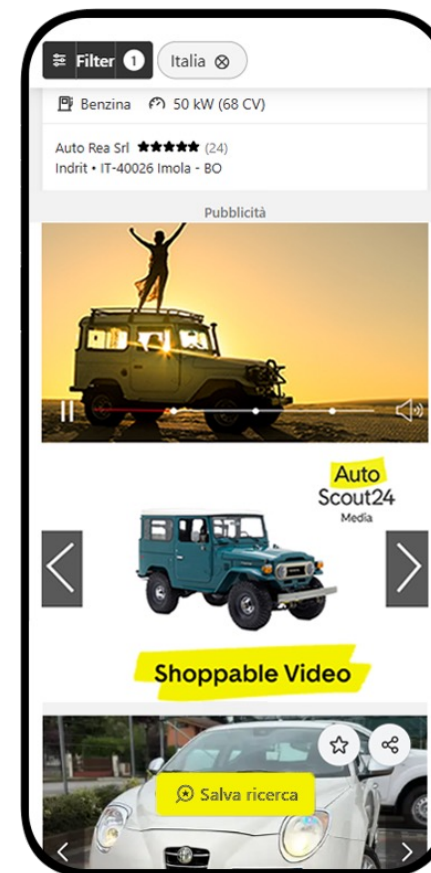
Devices

- MEW

Technical information

- Video image (optional): 16:9² | max. 50 KB | JPG
- Video (6-20 Sec.): 16:9² | max. 3 MB | MP4
- 6x Images: 640x440 px | max. 50 KB | PNG

1) Weborama 2) 640x340 px recommended | See also [General Information](#)





Portrait Video Ad

Description

This format consists of a video, logo and a Call-to-Action button, which will be shown in the end of the video. The video starts automatically and the sound starts with a click from the user.

Additional notes

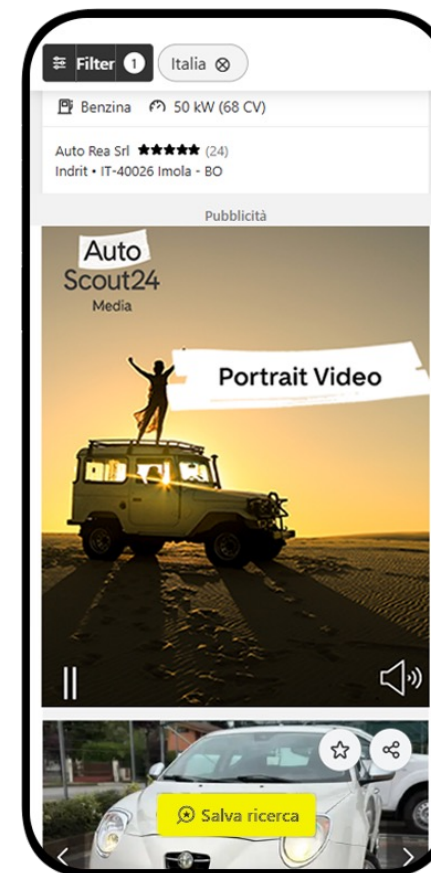
- Creation via external service provider¹

Devices

- MEW

Technical information

- Video image (optional): 4:5² | max. 150 KB | JPG
- Video (6-20 Sec.): 4:5² | max. 3 MB | MP4
- Logo: 1:1³ | max. 50 KB | PNG
- Call-to-Action Button: 16:3⁴ | max. 50 KB | PNG





Portrait Slider Ad

Description

The Portrait Slider Ad consists of 4 image tiles that rotate automatically and on user interaction. Different content/products can be presented in the images.

Additional notes

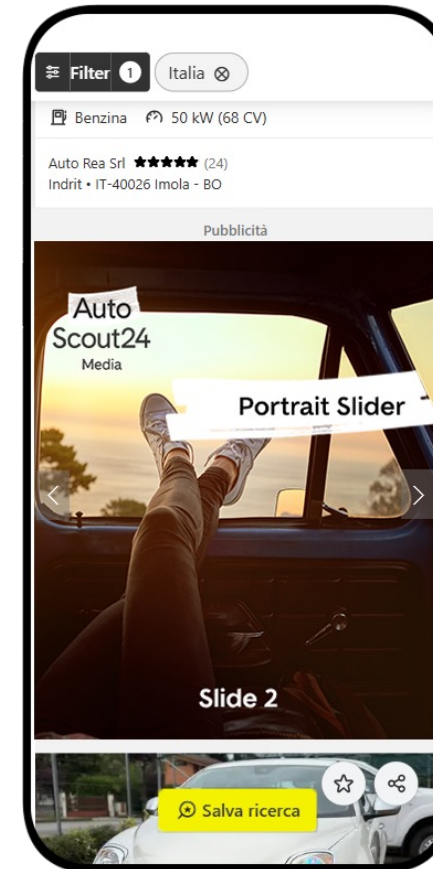
- Creation via external service provider¹

Devices

- MEW

Technical information

- Images (min. 4): 4:5² | max. 100 KB | JPG
- Logo: 1:1³ | max. 50 KB | PNG
- Call-to-Action Button: 18:5⁴ | max. 50 KB | PNG





Portrait Window Ad

Description

The Portrait Window Ad consists of 4 image tiles that rotate automatically and on user interaction. The images are also located as thumbnails below the tiles.

Additional notes

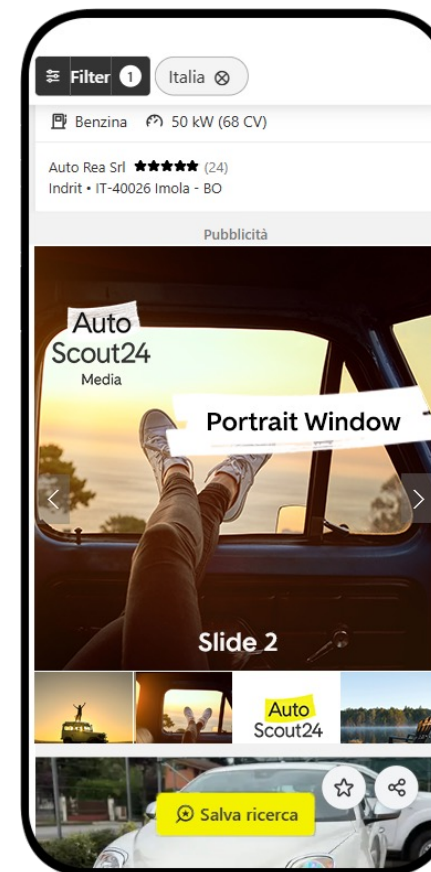
- Creation via external service provider¹

Devices

- MEW

Technical information

- 4 Images for main view: 1:1² | max. 100 KB | JPG
- 4 Images for thumbnail: 1:1² | max. 100 KB | JPG



1) responsive Ads 2) 960x960 px recommended | See also [General Information](#)

Adaptive Streaming
available

Halfpage Ad Multiscreen

Description

The format consists of a sticky Halfpage Ad (desktop, tablet), which becomes visible on mobile devices (MEW) after scrolling the page.

Additional notes

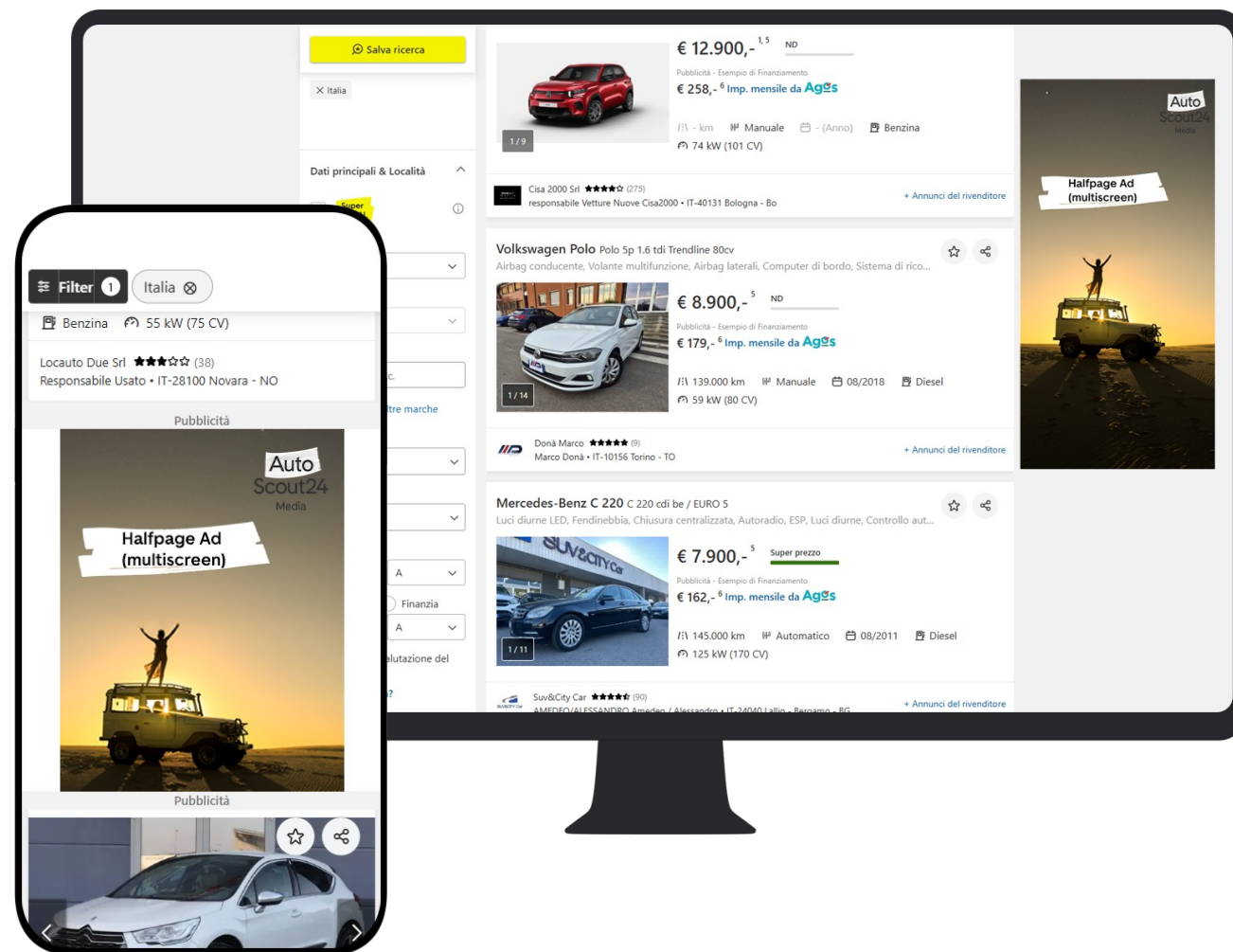
- Background colouring possible with mobile variant (Hexadecimal code, e.g. #000000)

Devices

- Desktop, Tablet, MEW

Technical information

- Dimensions: 300x600 px
- File size: max. 150 KB initial¹
- File format: HTML5² /GIF/JPG



Adaptive Streaming available



Understitial Multiscreen

Description

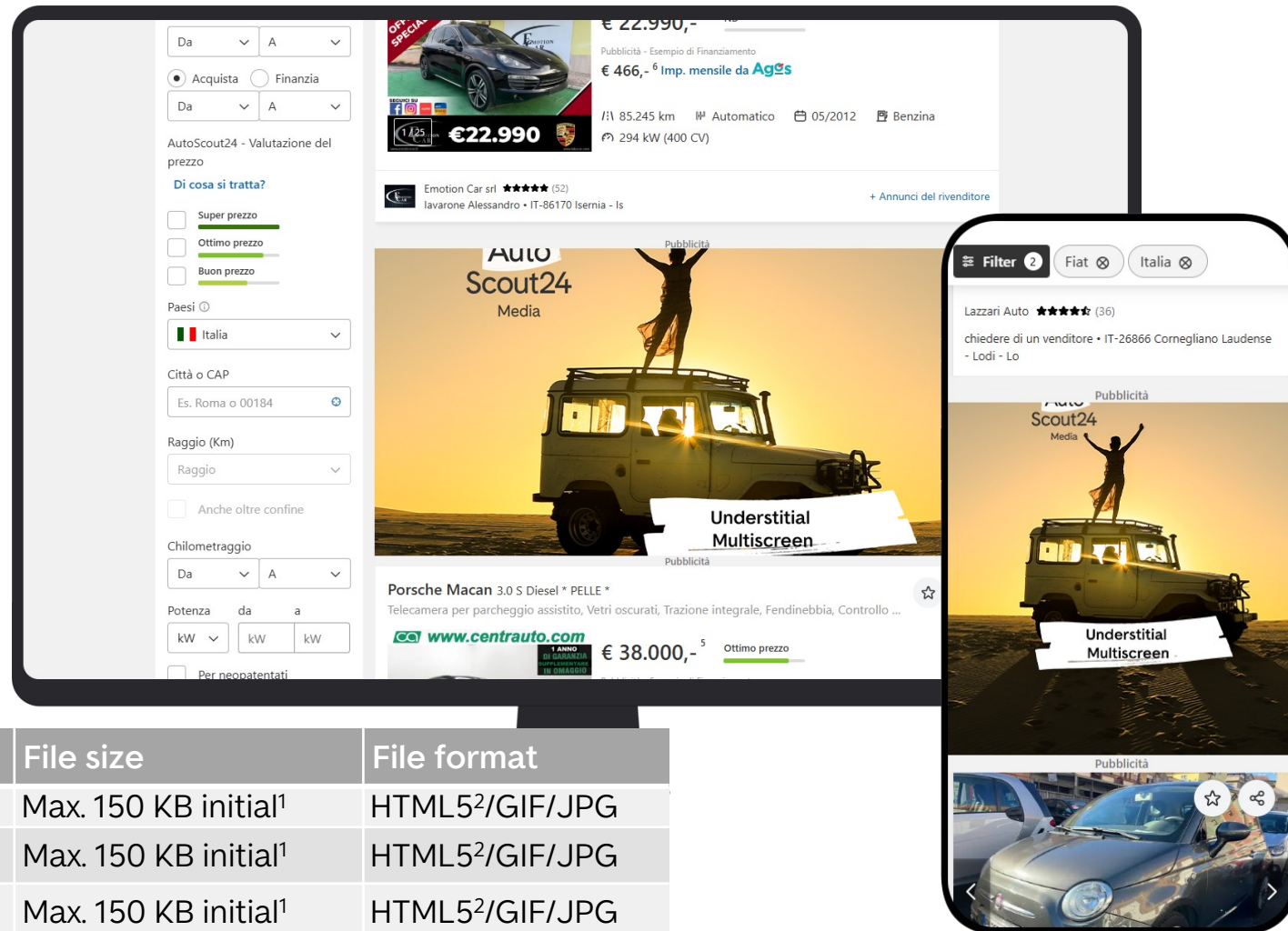
The format consists of a background image that only becomes visible when the page is scrolled. Additionally, a foreground image can be placed which scrolls along with the page.

Additional notes

- Be aware of the safety areas (See example)

Devices

- Desktop, Tablet, MEW, Apps



Device	Dimensions	File size	File format
Desktop	1024x1300 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
MEW	300x600 or 415x845 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
Apps	300x600 or 320x480 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
Foreground image (optional)	820x400 & 360x400 px	Max. 40 & 30 KB ¹	PNG (transparent)

1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 ads as redirect](#) | See also [General Information](#)

Video Understitial

Description

The Video Understitial consists of a video which becomes visible and starts to play by scrolling the page.

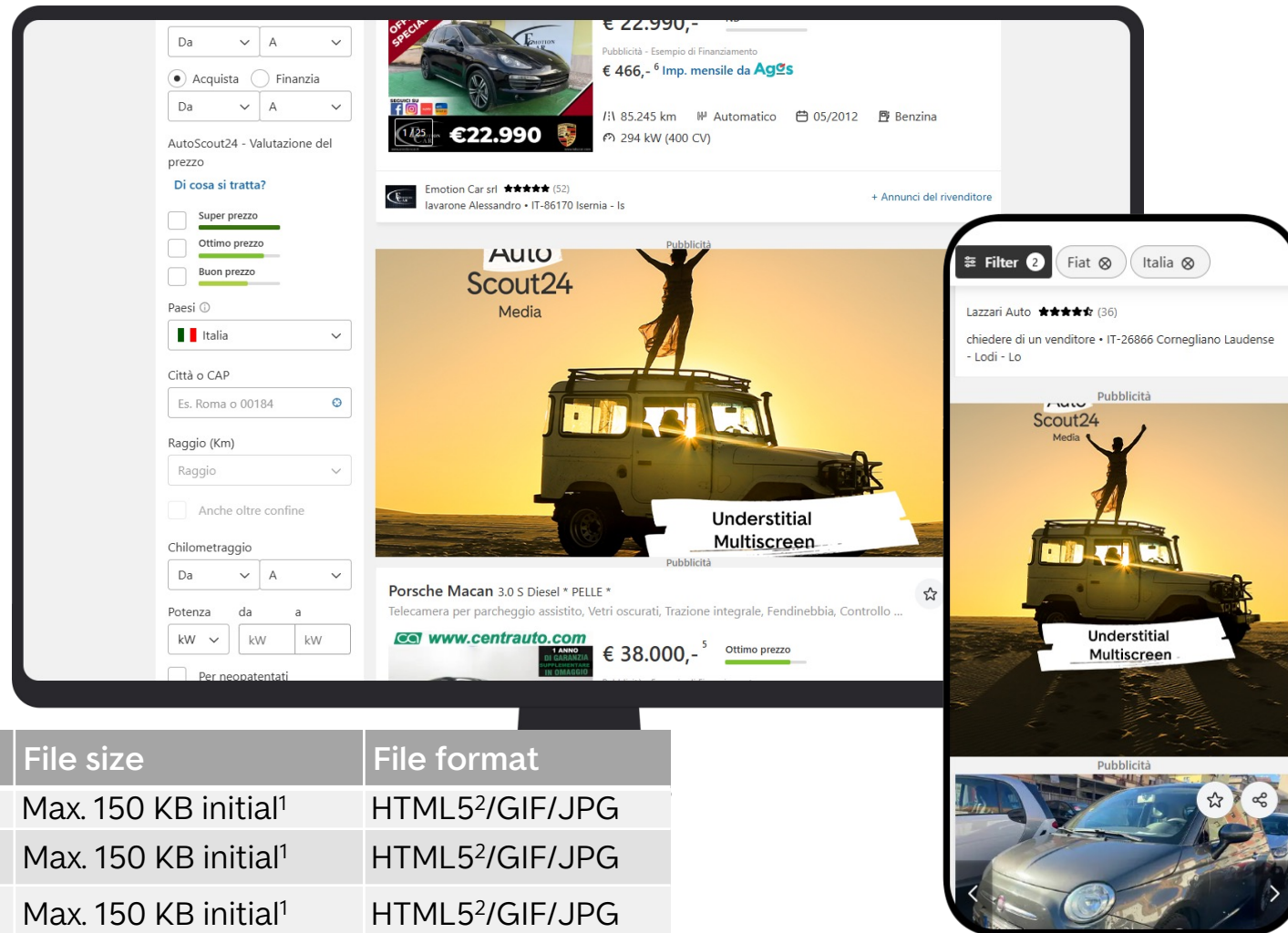
Additional notes

- Be aware of the safety areas (See example)

Devices

- Desktop, Tablet, MEW, Apps

Adaptive Streaming available



Device	Dimensions	File size	File format
Desktop	1024x1300 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
MEW	300x600 or 415x845 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
Apps	300x600 or 320x480 px	Max. 150 KB initial ¹	HTML5 ² /GIF/JPG
Foreground image (optional)	820x400 & 360x400 px	Max. 40 & 30 KB ¹	PNG (transparent)

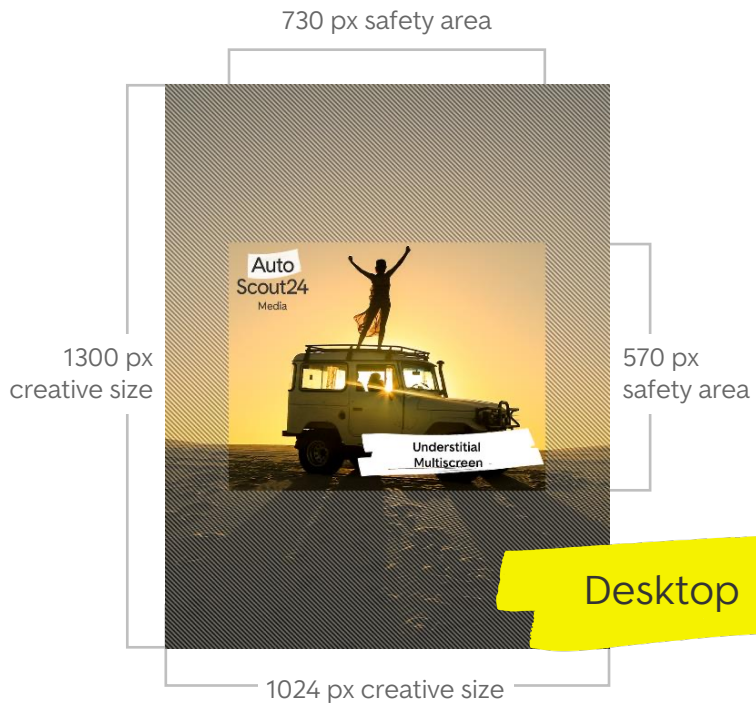
1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 ads as redirect](#) | See also [General Information](#)

Addendum Understitial & Video Understitial

Creative with safety area: Desktop + MEW

AutoScout24

Media

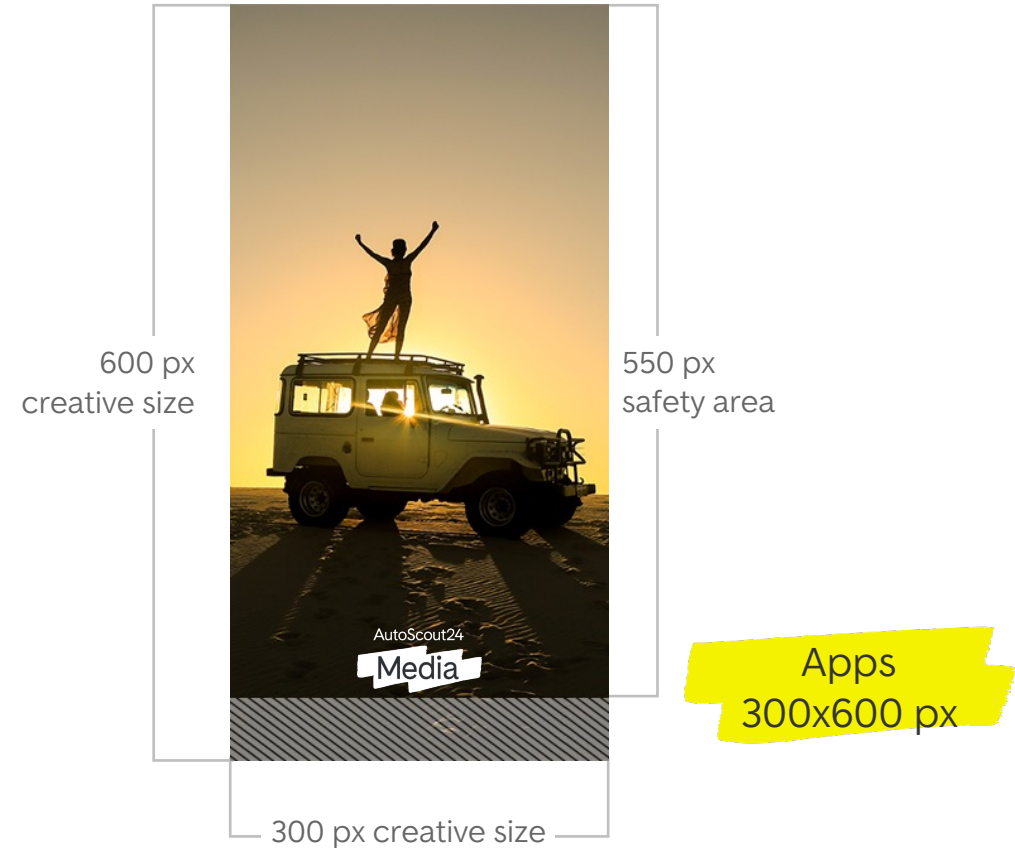


Addendum Understitial & Video Understitial

Creative with safety area: Apps

AutoScout24

Media





Multiscreen Slider Ad

Description

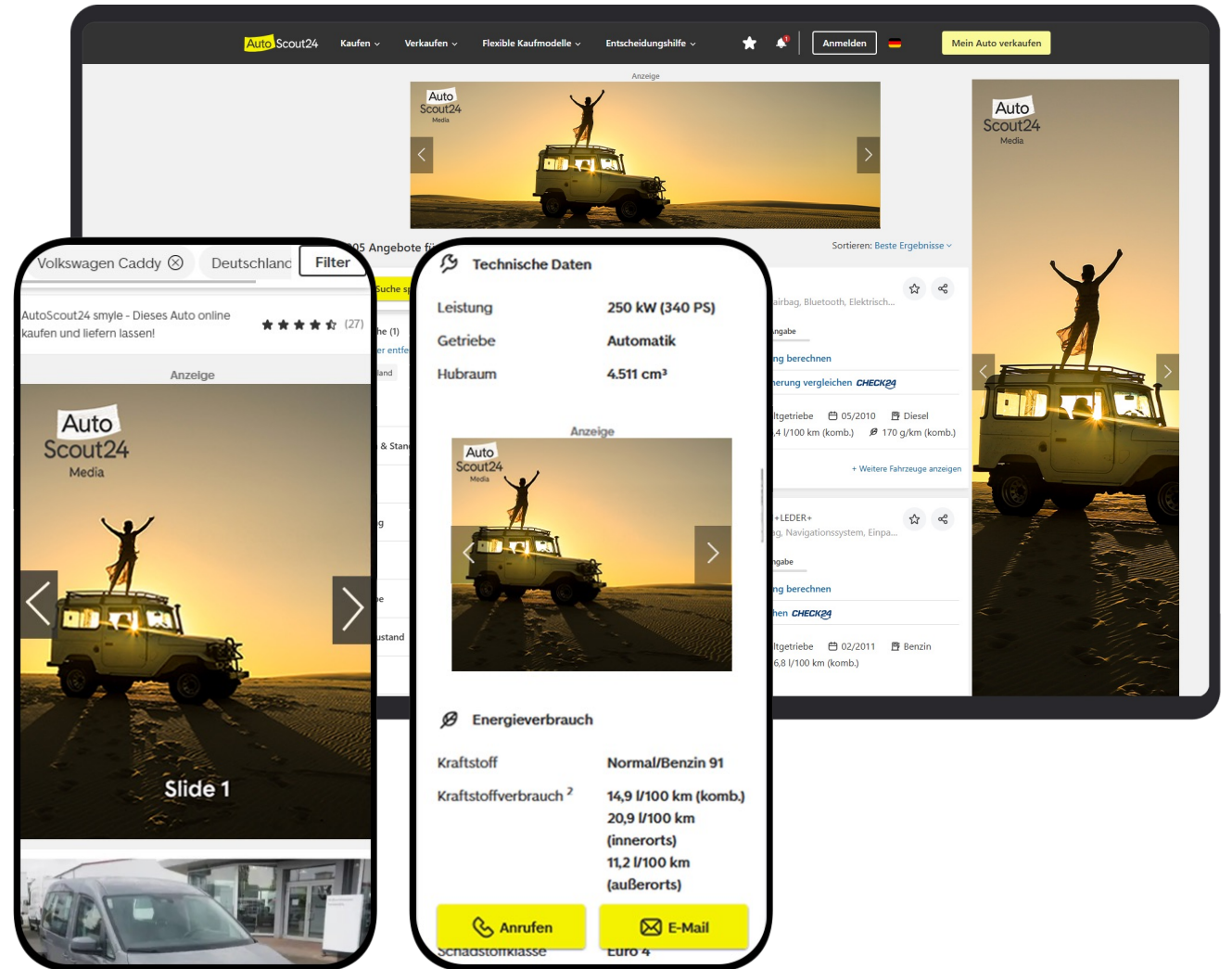
The Multiscreen Slider Ad consists of multiple ad formats. Each format contains several image tiles that rotate either automatically or through user interaction.

Available Ads

- Sitebar, Portrait Slider Ad, Billboard, Medium Rectangle Multiscreen

Devices

- Desktop, Tablet, MEW, Apps



Addendum Multiscreen Slider Ad

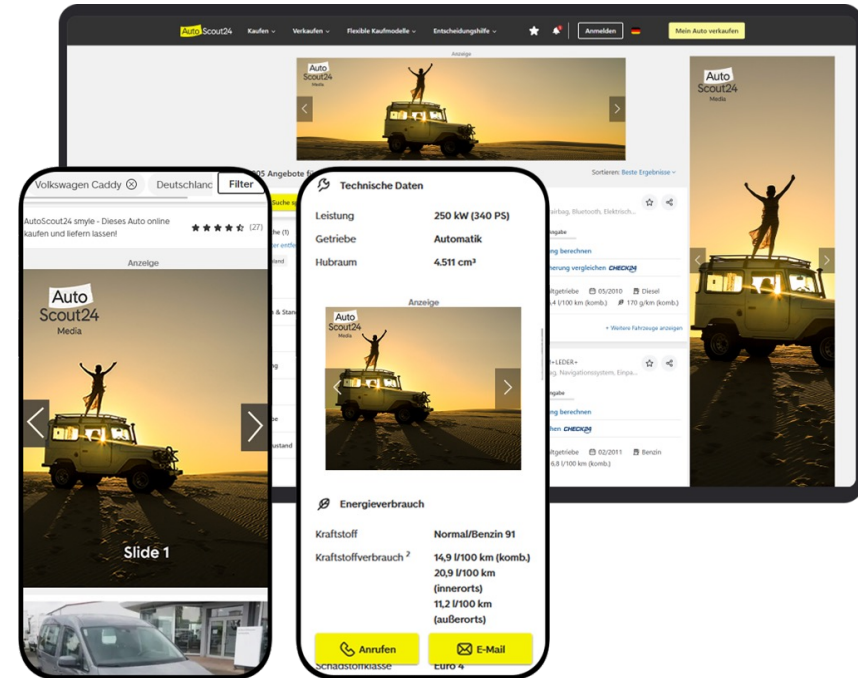
Additional notes and technical information

AutoScout24

Media

Additional notes

- Creation via external service provider¹
- Delivery of 3–4 images per ad format
- When delivered as JPG or PNG:
 - Safe areas must be centered
 - Text can be integrated into the image
 - Logos should be integrated in 1:1 and CTA buttons in 18:5



Technical information

Format	Dimensions	File size (only for JPG/PNG)	File format
Sitebar	760x1920 px max.	–Images: max. 150 KB –Logo & CTA: max. 25 KB	– PSD / JPG / PNG
Portrait Slider Ad	4:5	–Images: max. 100 KB –Logo & CTA: max. 25 KB	– PSD / JPG / PNG
Billboard	2200x1100 px	–Images: max. 150 KB –Logo & CTA: max. 25 KB	– PSD / JPG / PNG
Mrec Multiscreen	300x250 px	–Images: max. 150 KB –Logo & CTA: max. 25 KB	– PSD / JPG / PNG

1) Responsive Ads | See also [General Information](#)



Gallery Ad

Description

The special format appears as the last picture in the gallery of the detailpage. It is characterized by its big compact dimensions.

Additional notes

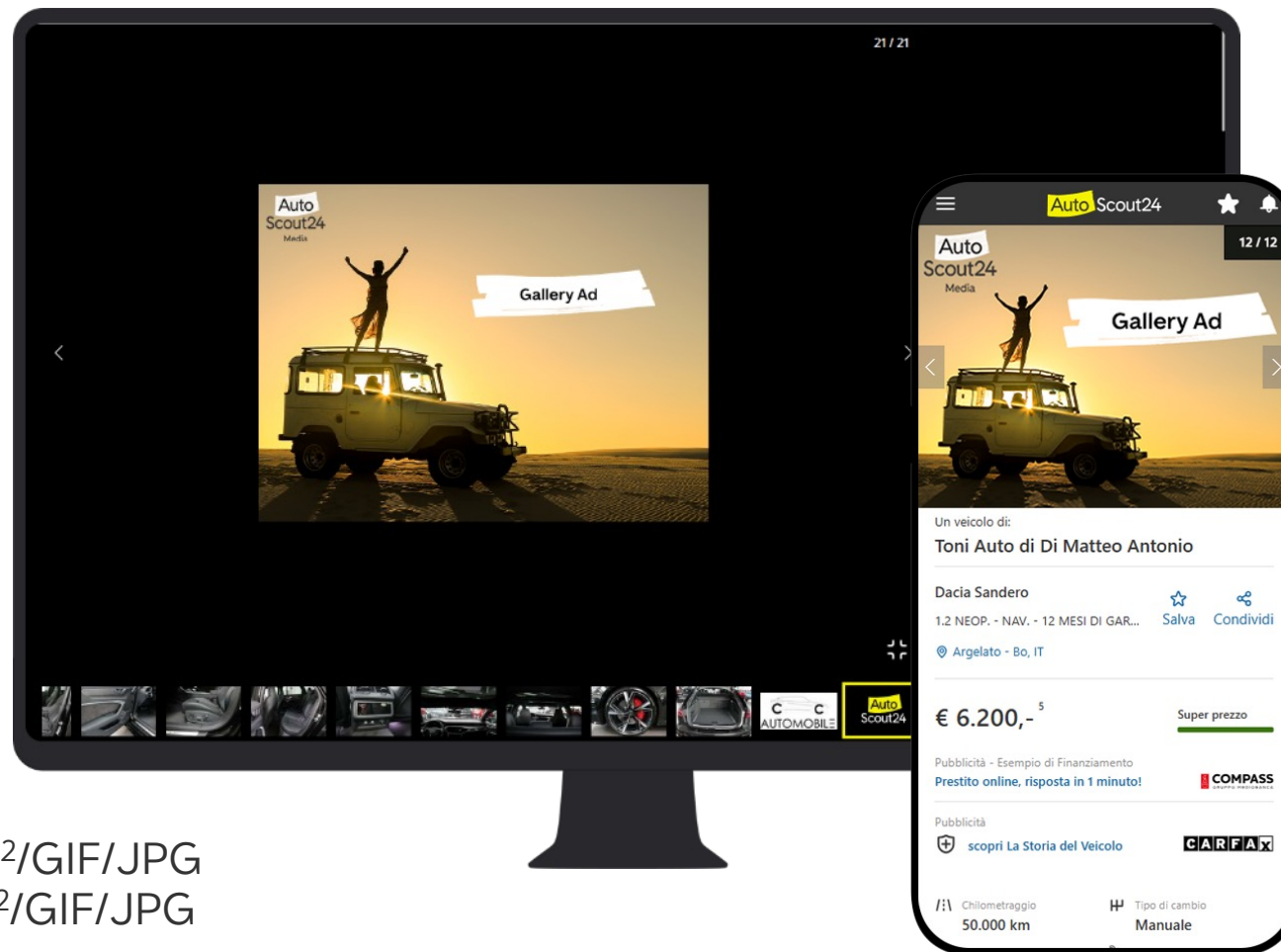
- Animation is not allowed

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- Desktop, Tablet: 540x405 px | max. 150 KB initial¹ | HTML5²/GIF/JPG
- MEW: 320x240 px | max. 50 KB initial¹ | HTML5²/GIF/JPG
- Apps: 320x198 px | max. 50 KB initial¹ | HTML5²/GIF/JPG





InList Native

Description

The special format InList Native is a combination of image and text in the look and feel of the listing and fits smoothly into the listpage.

Additional notes

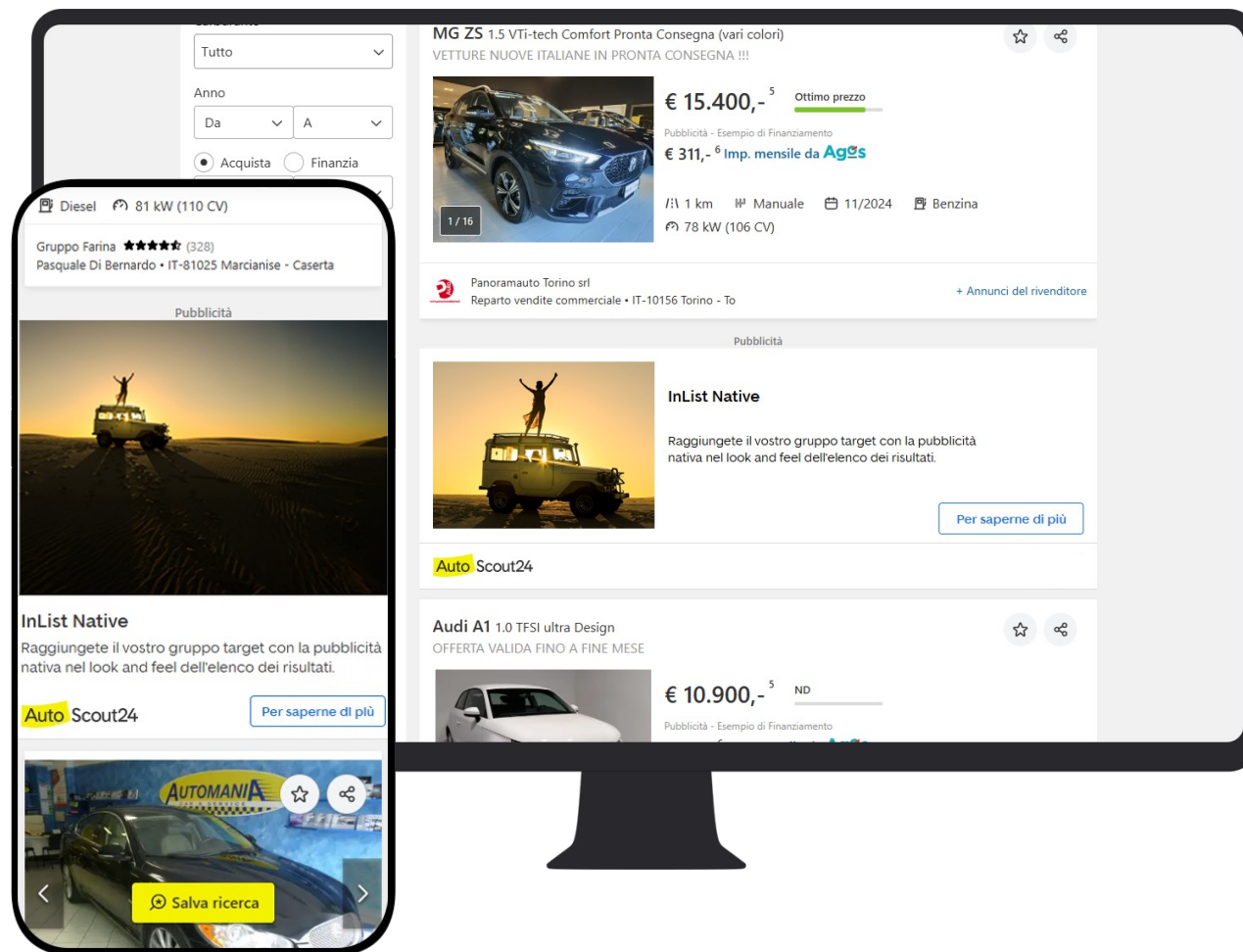
- Text¹, logo or animation within the image is not allowed

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- Image: 852x640 px | max. 40 KB | GIF/JPG/PNG (Safety area: 822x540 px)
- Logo: 160x80 px | max. 10 KB | JPG/PNG
- Headline: max. 35 characters | Text: max. 44 characters | CtA: max. 20 characters



¹) Energy consumption information can be integrated below the text | See also [General Information](#)



InList Native Video

Description

This format is a combination of video and text in the look and feel of the listing and fits smoothly into the listpage.

Additional notes

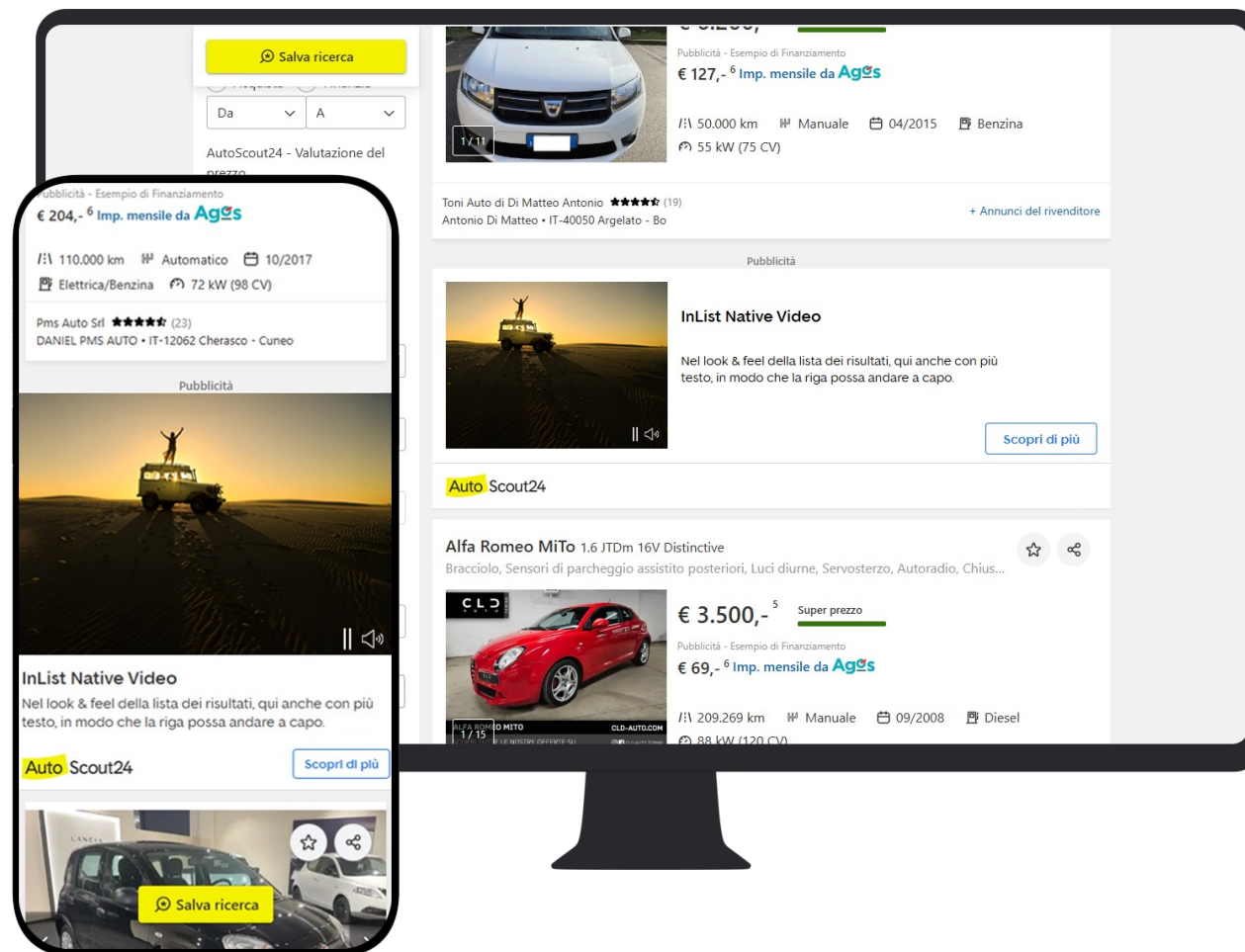
- Text or logo within the video are not allowed

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- Video: 640x360 px (16:9) | max. 5 MB | MP4
- Logo: 160x80 px | max. 10 KB | JPG/PNG
- Headline: max. 24 characters | Text: max. 30 characters | CtA: max. 14 characters





Native Carousel

Description

This format consists of four different tiles (image-text teaser), which rotate automatically and on user interaction.

Additional notes

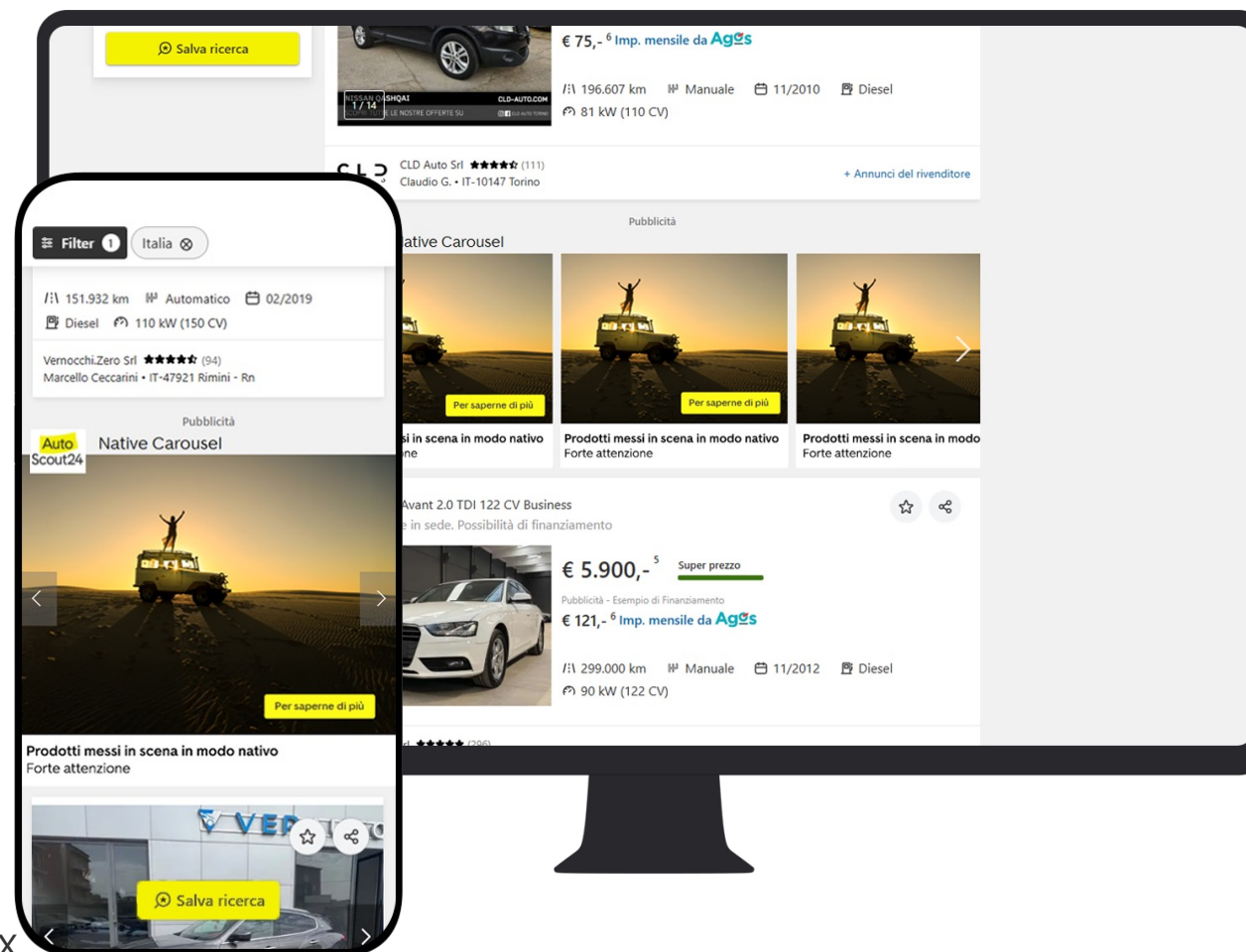
- Text or logo within the image is not allowed

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- 4 images: 750x562 px (4:3) | max. 80KB¹ | JPG
- Logo: 120x100 px | max. 20 KB | JPG/PNG
- Creative headline: max. 23 characters | Tile headline: max. 31 characters each | Tile text: max. 34 characters each | CTA: max. 20 characters





Detailpage Native

Description

This format is a combination of image and text in the look and feel of the page and fits smoothly into the detailpage.

Additional notes

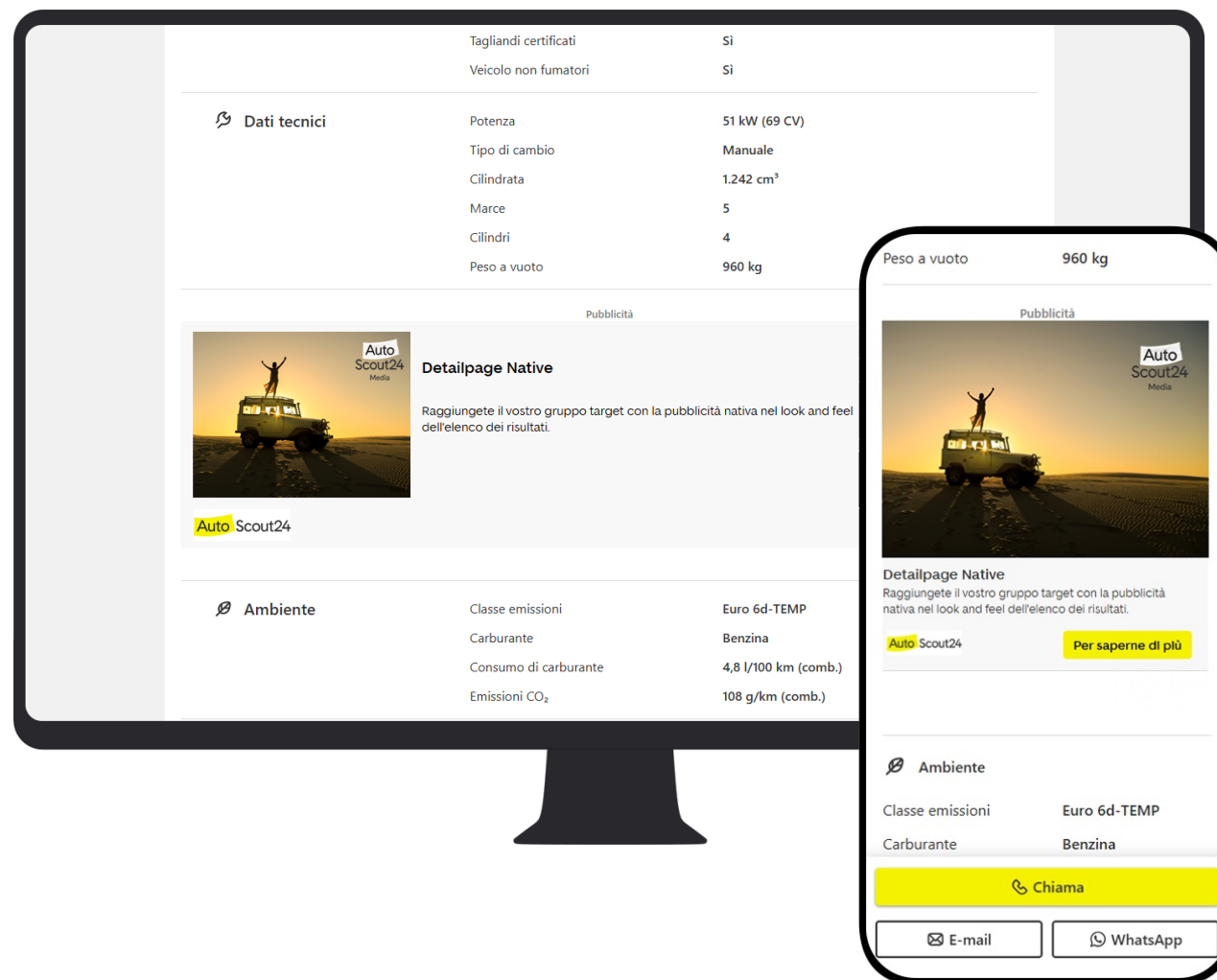
- Text¹, logo, animation within image not allowed

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- Image: 852x640 px | max. 40 KB | GIF/JPG/PNG (Safety area: 822x540 px)
- Logo: 160x80 px | max. 10 KB | JPG/PNG
- Headline: max. 35 characters | Text: max. 44 characters | CtA: max. 20 characters



1) Energy consumption information can be integrated below the text | See also [General Information](#)



Meta Ads



Description

These diverse formats, such as image-text, image-video, video (story format), appear with the sender AutoScout24 and „in cooperation with ...“ in the user’s social media newsfeed.

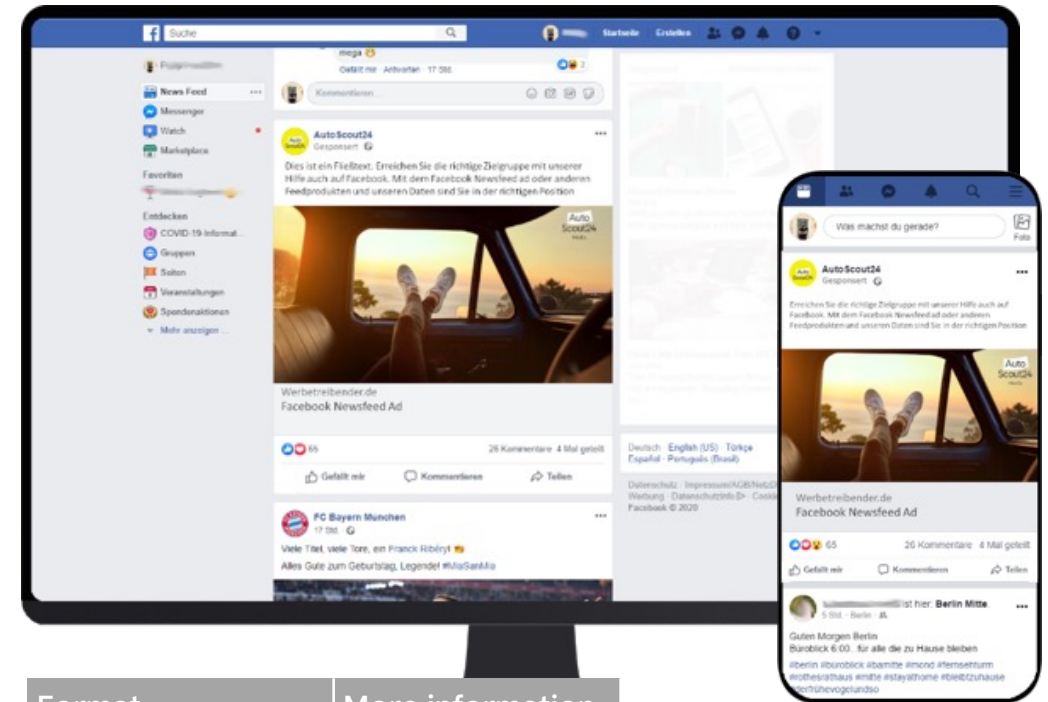
Devices

- Desktop, Tablet, MEW, Apps

Technical information (recommendation)

- Image: 1:1 | 1080x1080 px | JPG/PNG (max. 20% Text)
- Headline: max. 27 characters
- Primary Text: 50 - 150 characters
- Description: 27 characters (optional)

Find detailed specifications linked in the table >



Format	More information
Facebook Image	here
Facebook Video	here
Facebook Carousel	here
Instagram Image	here
Instagram Video	here
Instagram Carousel	here



Youtube TrueView

Description

YouTube TrueView is a video ad which is placed in front of a YouTube content clip using AutoScout24-1st party data. The user can skip the ad after 5 seconds.

Additional notes

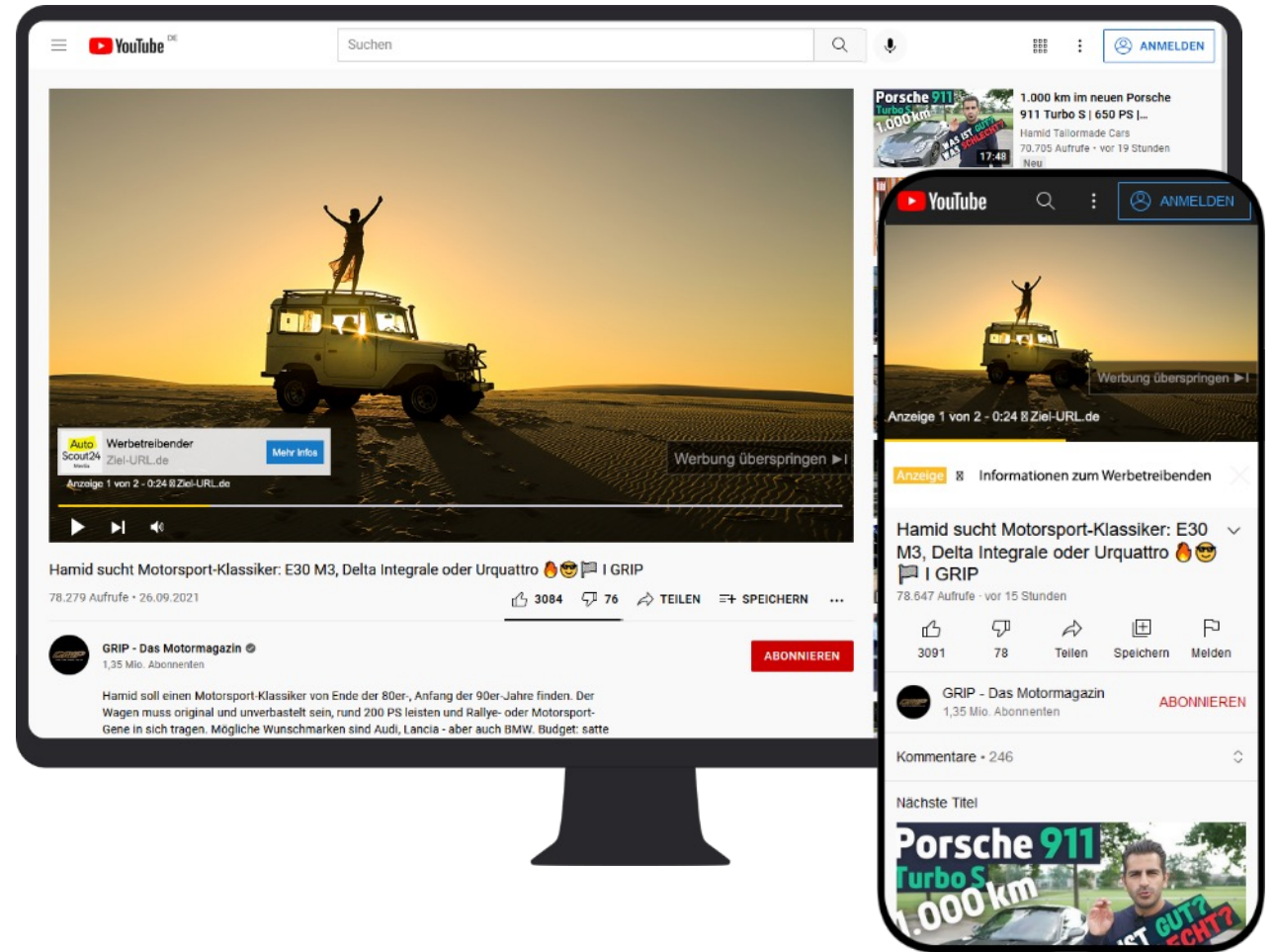
- Video must be uploaded in the Youtube channel with release as public video.

Devices

- Desktop, Tablet, MEW, Apps

Technical information

- PreRoll (15 or 30 Sec.): 16:9 or 4:3 | Link of Youtube video



Homepage Events

04



Guidelines for Homepage Events

Advertising material must meet all of the following requirements

Advertiser

Homepage events are bookable for car manufacturers, financing and insurance partners and aftermarket advertisers. Excluded is the advertising of OEM-exchanges and advertising of another marketplace - i.e. links from the Fireplace and Brand Box may not go to a page with integrated search.

Images

Use professional and high-quality photo motifs.
Use a picture statement over the entire display to complement your core message.

Design

Do not use AutoScout24 elements in your design.
The colors should not conflict with our color hierarchy.

Logo

The advertiser's logo must not be the dominant visual element within the ad and shouldn't be larger than the AutoScout24 logo.

Content

The legal notice must not exceed the font size of 10.



Homepage Takeover

Description

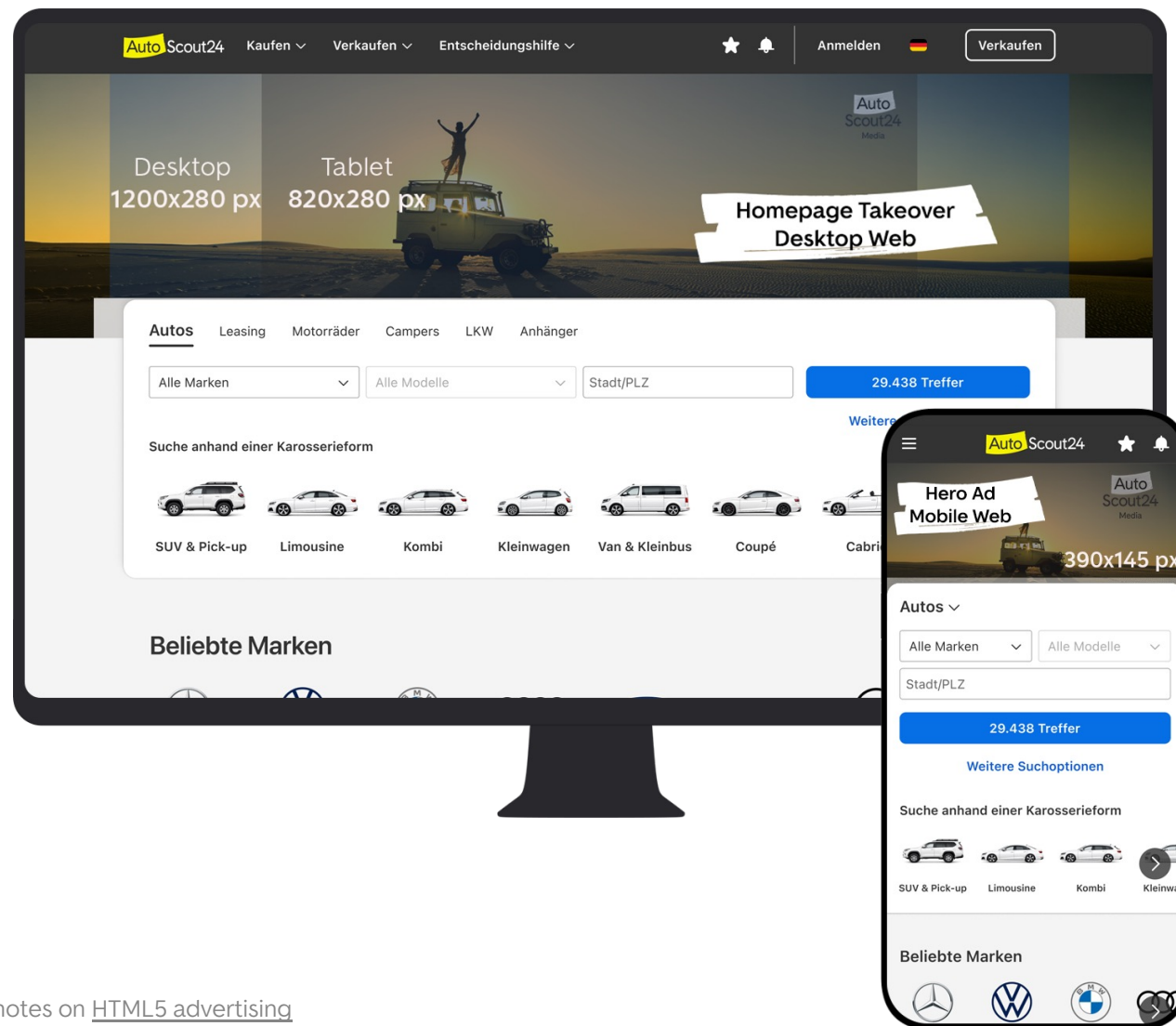
The format includes a hero ad for mobile devices and desktops on the homepage (web) and the home screen (apps).

Additional notes

- Please respect the safety areas for desktop, tablet, and MEW on the next page..

Devices

- Desktop, Tablet, MEW, Apps



Addendum Homepage Takeover: Hero Ad

Hero Ad-Creative with safety area

AutoScout24

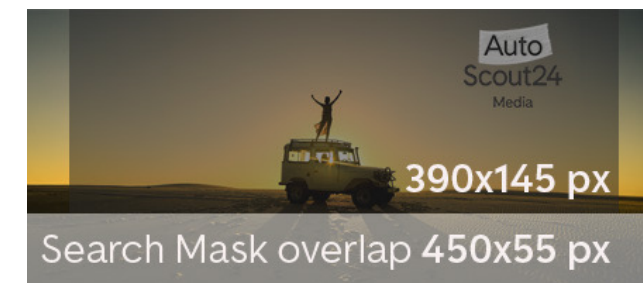
Media



Desktop

Elements must not overlap the desktop safe zone. Content placed outside the tablet safe zone may be cropped on the left and right on some tablet devices.

Device	Dimensions	File size	File format
Desktop	1920x330 px	Max. 350 KB initial ¹	HTML5 ² /GIF/JPG
MEW	450x200 px	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³
Apps	320x150 px or 300x150 px (Mobile Banner 2:1)	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³



Mobile Web

1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) Additional delivery in double Retina resolution possible | See also [General Information](#)

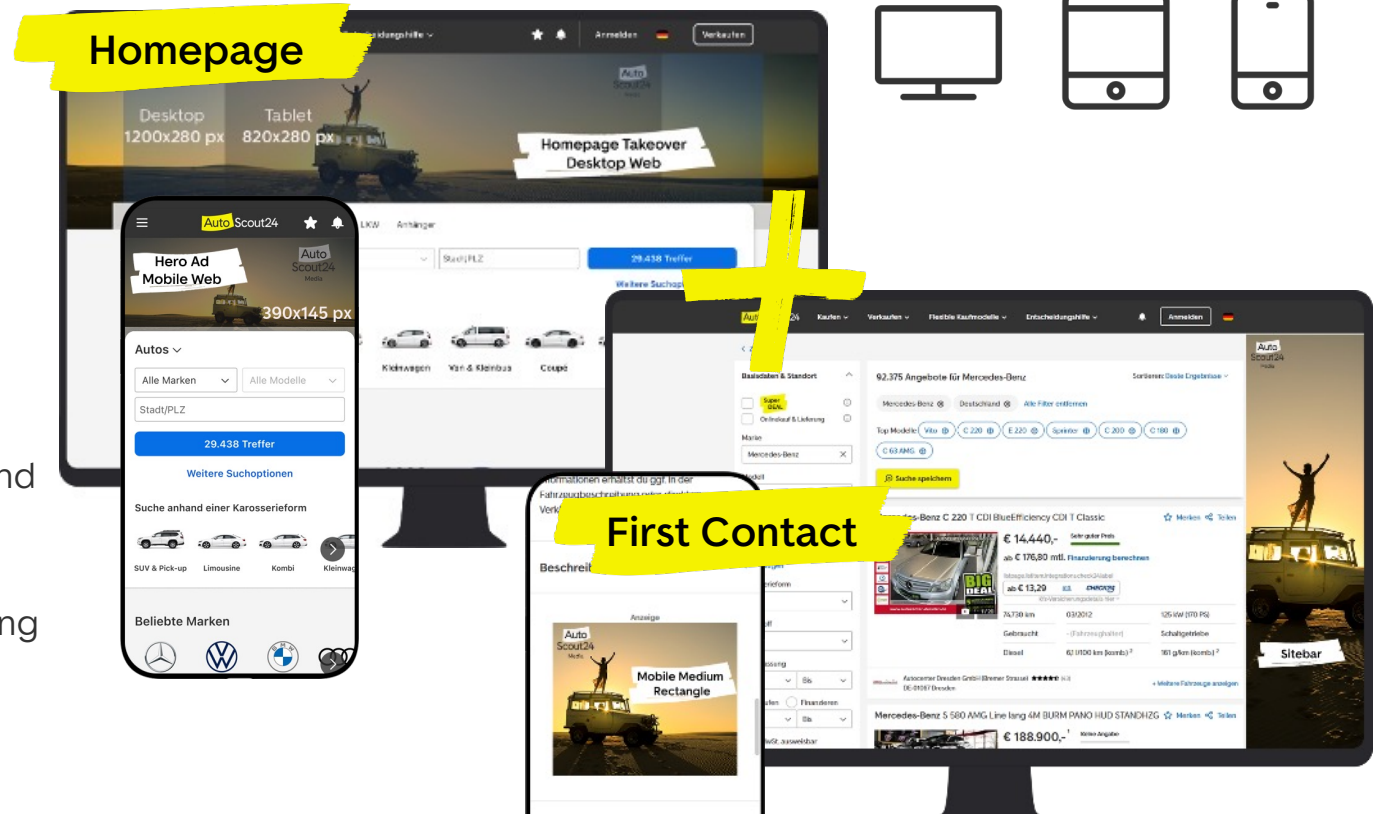
Mighty Takeover Option 1

Description

This special format consists of the Homepage Takeover and Sitebar + Mobile MRec as First Contact placement.

Additional notes

- For Sitebar: Recommendation to use one of the following providers for ad delivery: Responsive Ads, Flashtalking, Weborama, AdForm
- Please respect the safety areas: [Hero Ad](#) | [Mobile](#)



Format	Dimensions	File size	File format
Hero Ad	1920x330 px	Max. 350 KB initial ¹	HTML5 ² /GIF/JPG
MWeb	450x200 px	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³
Mobile Banner 2:1	320x150 px (oder 300x150 px)	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³
Sitebar	Responsive 1:4, 1:3, 1:2 o. 300x960 px (safety zone: upper 2/3)	Max. 250 KB initial ¹	HTML5 ²
Mobile MRec	300x250 px	Max. 50 KB initial ¹	HTML5 ² /GIF/JPG

1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) Additional delivery in double Retina resolution possible | See also [General Information](#)

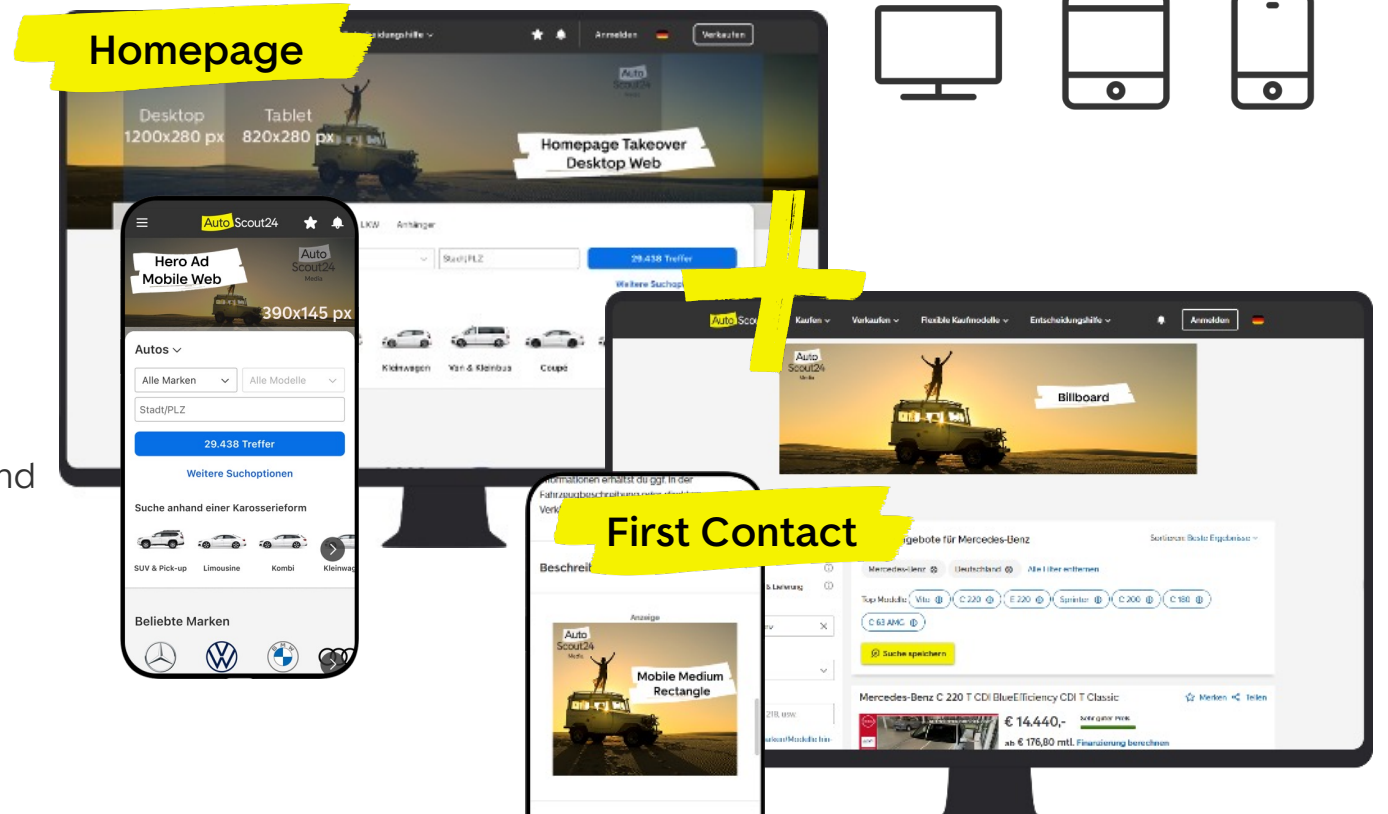
Mighty Takeover Option 2

Description

This special format consists of the Homepage Takeover and Sitebar + Mobile MRec as First Contact placement.

Additional notes

- Please respect the safety areas: [Hero Ad](#) | [Mobile](#)



Format	Dimensions	File size	File format
Hero Ad	1920x330 px	Max. 350 KB initial ¹	HTML5 ² /GIF/JPG
MWeb	450x200 px	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³
Mobile Banner 2:1	320x150 px (oder 300x150 px)	Max. 50 KB initial ¹	HTML5 ² /GIF ³ /JPG ³
Billboard	800x250 px	Max. 250 KB initial ¹	HTML5 ² /GIF/JPG
Mobile MRec	300x250 px	Max. 50 KB initial ¹	HTML5 ² /GIF/JPG

1) Max. 2 MB subload, more information on initial-sub-load [here](#) 2) Please be aware of the notes on [HTML5 advertising material](#) 3) Additional delivery in double Retina resolution possible | See also [General Information](#)

Integrationen & Newsletter



Product	Device	Technical information	Example
Text-Logo-Box	Desktop, Tablet, MEW	Logo: 120x90 px Max. 3 KB JPG/PNG Headline: max. 45 characters Text: double-spaced of max. 45 characters each Link text: max. 40 characters	AutoScout24 Find your dream car. Discover now
Textlink (Footer)	Desktop, Tablet	Headline: max. 40 characters Text: max. 220 characters Link text: max. 40 characters	Finding a car made easy We have your dream car. Discover now
Textlink (Gallery)	Desktop, Tablet	Double-spaced of max. 30 characters, link in 2nd line	Finance a car from 200 €. To the finance check



Text-Logo Box

Description

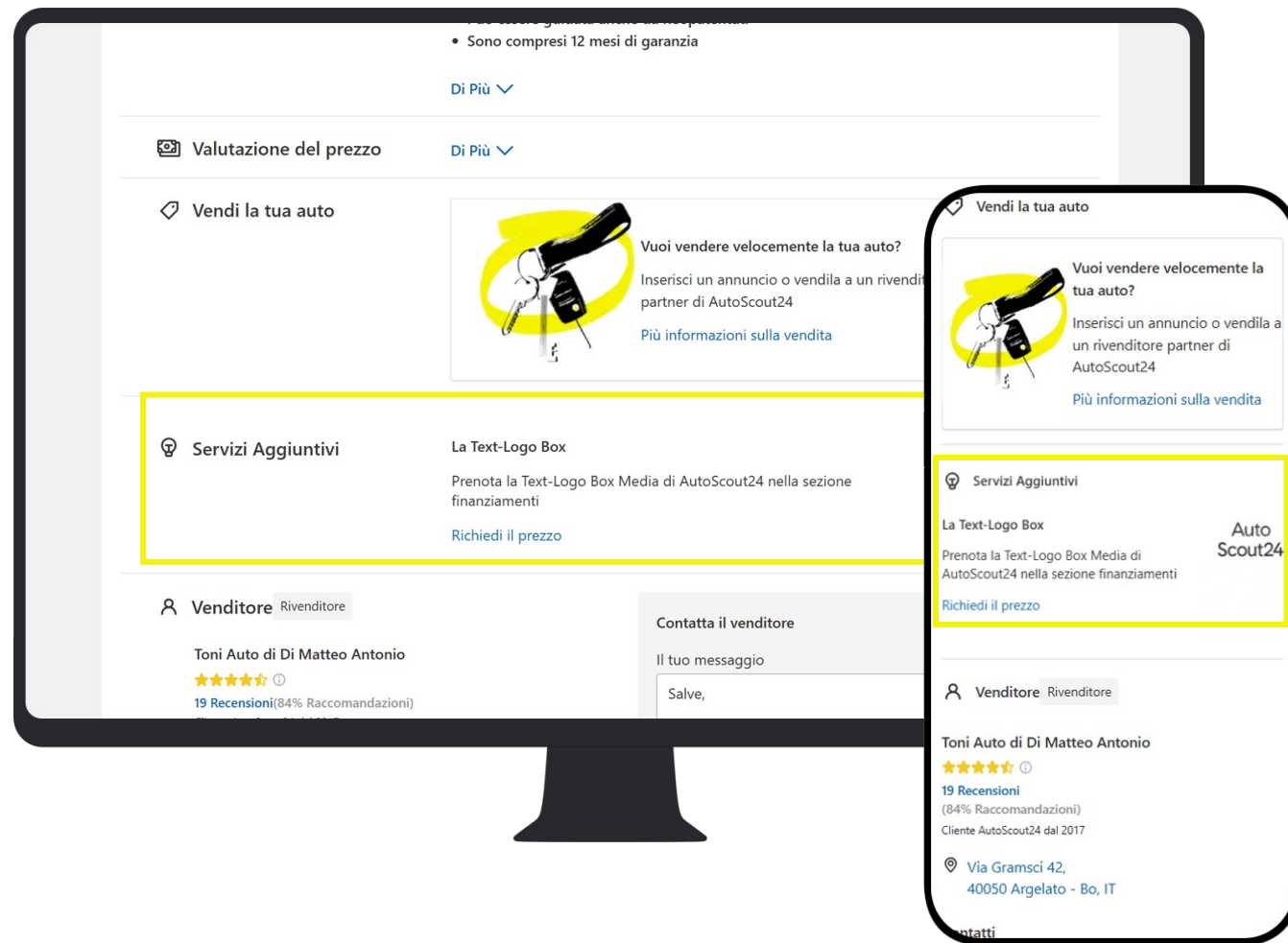
The Text-Logo Box is a native integration on the detailpage of AutoScout24 and is placed below the financing and insurance details as “Additional Service”.

Devices

– Desktop, Tablet, MEW

Technical information

- Logo: 80x60 px | max. 3 KB | JPG/PNG
- Headline: max. 45 characters
- Text: 2 lines of max. 45 characters each
- Link text: max. 40 characters





Textlink Footer

Description

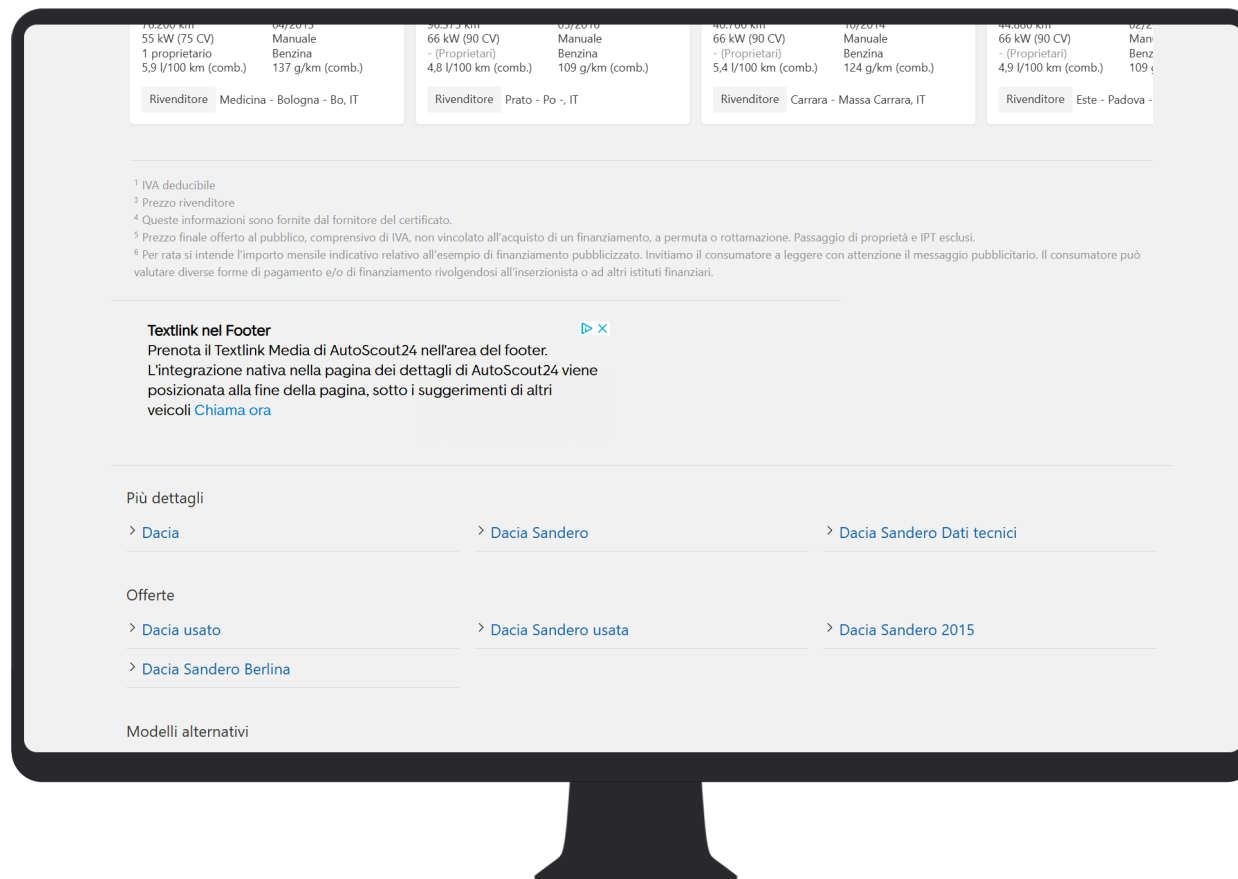
This textlink is a native integration on the detailpage of AutoScout24 and is placed at the end of the page below other vehicle suggestions.

Devices

- Desktop, Tablet

Technical information

- Headline: max. 40 characters
- Text: max. 220 characters
- Link text: max. 40 characters





Textlink Gallery

Description

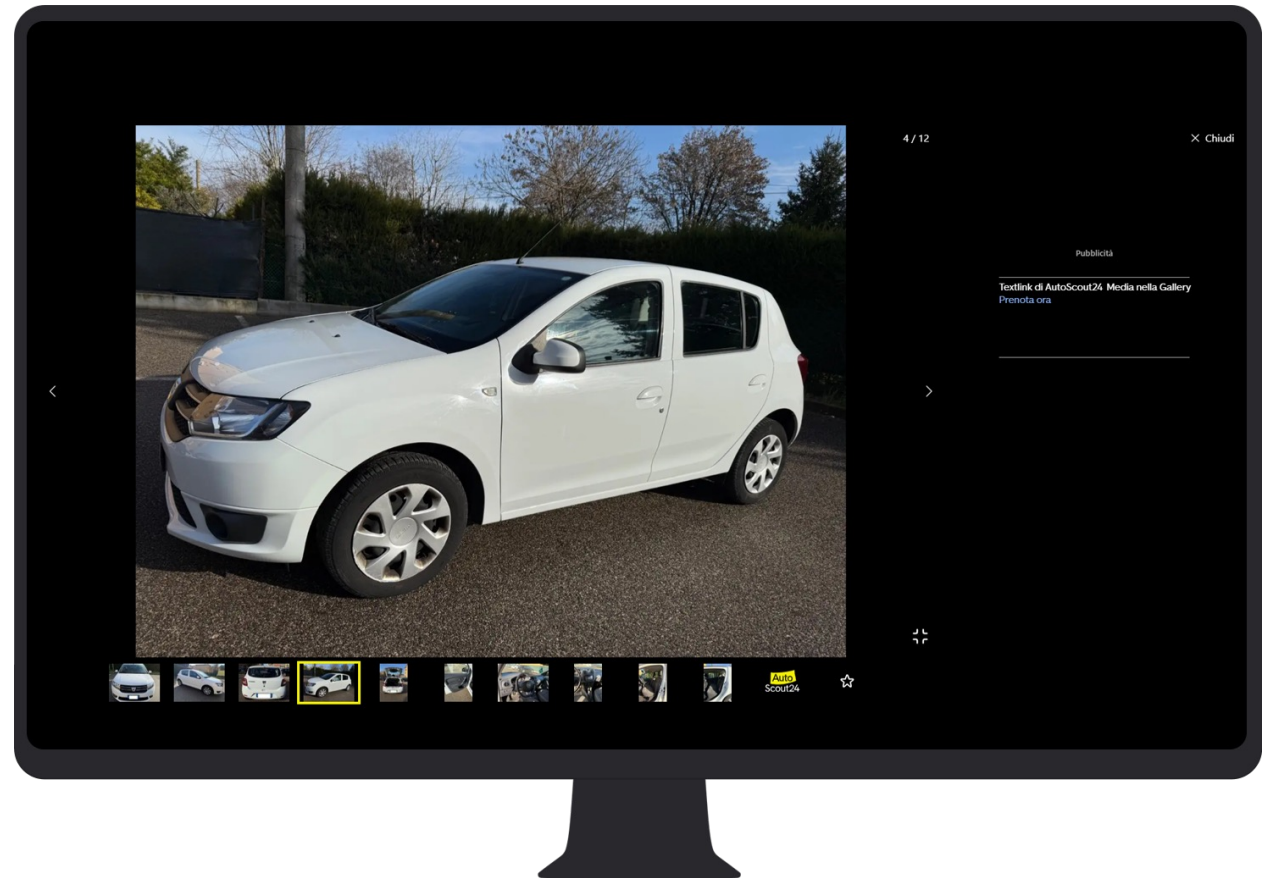
This text link is a native integration within the lightbox of the gallery on AutoScout24 and is placed below the vehicle details.

Devices

- Desktop, Tablet

Technical information

- Double-spaced of max. 30 characters each
- Link in 2nd line





Branded Newsletter

Description

This format consists of a banner (600x180 px), which is placed exclusively in the AutoScout24 Newsletter between the editorial articles.

Additional notes

- The use of a tracking pixel is not possible due to the restrictions in the email clients

Devices

- Desktop, Tablet, MEW

Technical information

- Dimensions: 600x180 px (scaled on mobile)
- File size: max. 80 KB
- File format: JPG/PNG

