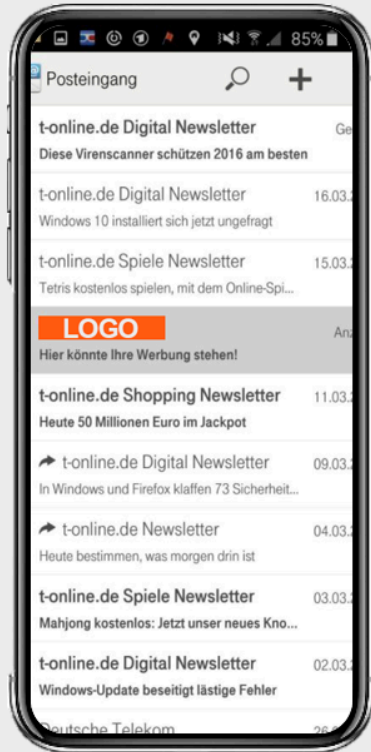




Description

With Mobile Mail Ad you can reach the mailboxes of Telekom free mail users and "Mail S" users directly with your advertising message. Mobile Mail Ad is an image/text format in the native design of the e-mail inbox. After clicking on the banner, the target page of the advertiser opens in the app.

Notes

Placements are available in the Telekom Mail app and on Freenet mobile for tablet and smartphone under iOS and Android.

Dimensions

Telekom Mail APP & Freenet Mail: Common specifications

Dimensions

Image/Logo

- **Size:** 32 x 32 pixel
- **File weight:** 40 KB
- no animation
- deliver only physical advertising material

Text:

- Subject line: max. 35 characters (incl. spaces)

Text

- see also section Publisher specific features

File Format

Special characters

- The special characters %, / and " within the text are not possible.

Link/Clickcommand:

- The special characters % or | within the URL are not possible.
- Delivery nur als https possible

Tracking pixel:

- t-online.de **E-Mail Center:** The installation of up to two tracking pixels is possible (exclusively as https).
- **Freenet:** The installation of one pixel-code is possible (exclusively as https).
- For impression tracking, only image counting pixels can be supplied.
- A tracking script is nicht possible. IFRAME tracking pixel can not be used.
- The special characters % or | within the counting pixel are not possible.

File Weight

- **Image:**
- Format: .png - 40 KB
- Transparencies allowed

Delivery

- **Delivery deadlines:** 3 days before the start date, for fixed day placements 5 days before the start date. The delivery e-mail address can be found in the offer
- physical delivery: Image file format .png
- Transparencies allowed

Publisher-specific Specialities

- Delivery only takes place in the mailboxes of the freemailers: Telekom Mail App, Freenet Mail APP and on Freenet MEW mail area The format is only visible in the logged-in area.

Telekom Mail App:

- Image / logo size: 32 x 32 pixels
- max. file weight: 30 KB

Text:

- Heading & text: max. 35 characters (incl. spaces)
- When using the Telekom Mail App in landscape mode, up to max. 120 characters are visible, depending on the end device. (please note the differences to the Desktop Mail Ad technical specifications)
- **Emojis**: are possible, but can only be used after checking their technical feasibility. Not all emojis can be implemented technically flawlessly due to the corresponding special characters.

Freenet.de Mail APP and mail area MEW:

- **Image / logo size**: 32 x 32 pixels
- **max. file weight**: 40 KB

Text:

- Subject line: max. 50 characters (incl. spaces) → How many characters are displayed depends on the screen width of the device. There is no minimum number. (If you hold the device horizontally, have an iPad or a large iPhone Plus, you will see more accordingly.)
- **MEW Titel**: The client name with a maximum of 15 characters. **APP Titel**: The client name with a maximum of 25 characters.

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)