



Try it out!

Maximum attention in the directly visible area!

- Mobile Floor Ad is located at the bottom of the screen.
- By clicking, the format expands to its maximum size and offers plenty of space for your product communication.
- You can close the ad by clicking on the button at the top right.
- The ad remains sticky for 12 seconds for guaranteed attention and then disappears completely.
- Running on Mobile Web.

Format ¹	Environment	ROS	Thematic Combo	ROP ²
Mobile Floor Ad	70 €	60 €	50 €	40 €

1) Initial size 300x75px (content ad 4:1); expanded banner: 300x250px (MRec)

2) Running on the mobile sites of the following objects : Autobild, Computerbild + Verticals, Noizz.de, Transfermarkt, Welt

Technical specifications of the advertising formats and dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>
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