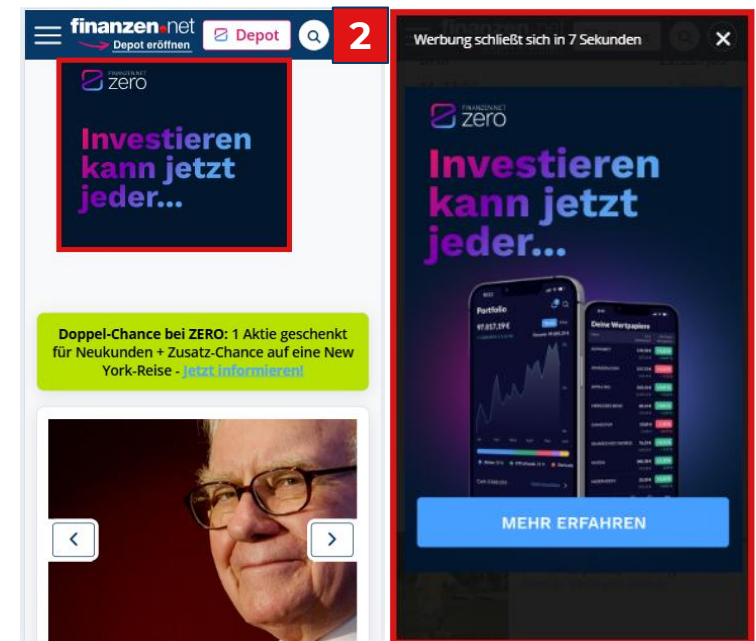


# Homepage Exclusive

## Description:

With the **Homepage Exclusive (Takeover)**, the advertising is displayed **all day on the finanzen.net homepage**. The ad is displayed on both desktop and mobile. The interstitial is displayed with a frequency capping of 1 / day / user.

Specifications	Required input
[1], [3] Creatives for desktop	<a href="#">bridge ad</a> + <a href="#">medium rectangle</a> , or <a href="#">BB / HpA</a> + <a href="#">Mrec</a>
[2] Creatives for mobile	<a href="#">interstitial</a> , <a href="#">medium rectangle mobile</a>
Date	Fixed day placement after consultation



Examples:

[https://www.finanzen.net/?ast\\_override\\_div=superbanner:614422449,billboard:614422650,mrec:614421049](https://www.finanzen.net/?ast_override_div=superbanner:614422449,billboard:614422650,mrec:614421049)

[https://www.finanzen.net/?ast\\_override\\_div=inpage:614421719,mrec:614421049](https://www.finanzen.net/?ast_override_div=inpage:614421719,mrec:614421049)

**contact persons:** Angelique Thürer, Denise Fischer, Lisette Pacheco, Michael Kappenberger; **mail:** [adops@finanzen.net](mailto:adops@finanzen.net);

# Homepage Exclusive

Alternatively, a [billboard](#) or [half-page ad](#) + [medium rectangle](#) can also be displayed.

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The billboard features a woman with glasses smiling. The text reads: "ETF-Sparplan kann jetzt jeder. Intelligenter Sparplan schon ab 25€ Sparrate im Monat. Ideal für Anfänger:innen." A Trustpilot rating of 4.7 is shown in a green box.

Market data at the top: DAX 22.221 -1.1%, ESt50 5.267 -1.2%, Top 10 Crypto 11.44 -4.7%, Dow 41.584 -1.7%, Nas 17.323 -2.7%, Bitcoin 75.715 -0.5%, Euro 1.0829 +0.0%, Öl 74.12 +1.0%, Gold 3.123 +1.3%

Navigation: WKN/VISIN oder Name, 1 Aktie gratis, Krypto kaufen, ETF-Sparplan, Anmelden

Market Overview (ETF-Marktübersicht):

Beliebt	Europa	Amerika	Welt	Deutschland
DAX 22.220,56 10:48:08 -1,07%	MSCI World 3.619,55 11:03:00 -0,42%	EURO STOXX 50 5.266,64 10:46:00 -1,21%		

Performance: Perf. 1 Jahr: DAX +21,54%, MSCI World +5,69%, EURO STOXX 50 +4,46%

The homepage features a navigation bar with "finanzen.net Depot eröffnen" and a search bar. A banner at the top reads "Doppel-Chance bei ZERO: 1 Aktie geschenkt für Neukunden + Zusatz-Chance auf eine New York-Reise".

The main content area includes a "Marktübersicht" section with charts for DAX, Dow Jones, TecDAX, and Nasdaq. A headline reads "DAX nimmt 21.000-Punkte-Marke wieder ins Visier - Entspannung im Zollstreit nachhaltig?".

A "HEUTE IM FOKUS" section highlights: "Zölle weiter im Fokus: DAX deutlich im Plus -- Wall Street höher erwartet -- Trump gewährt Ausnahmen bei Elektronik-Zöllen -- NVIDIA, Apple, Tesla, Chipwerte, BASF, Meta, BYD im Fokus".

The medium rectangle advertisement (OSKAR) is repeated on the right side of the page, featuring the same woman and text as the billboard.

Examples:

[https://www.finanzen.net/?ast\\_override\\_div=superbanner:605544169,mrec:605543919](https://www.finanzen.net/?ast_override_div=superbanner:605544169,mrec:605543919)

[https://www.finanzen.net/?ast\\_override\\_div=mrec:605543919,sky:615835638](https://www.finanzen.net/?ast_override_div=mrec:605543919,sky:615835638)

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