

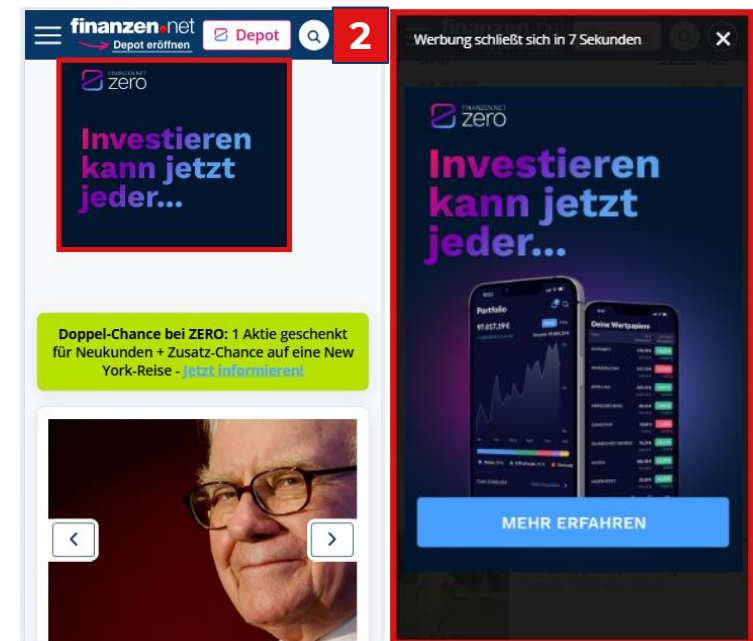
Homepage Exclusive

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	bridge ad + medium rectangle , or BB / HpA + Mrec
[2] Creatives for mobile	interstitial, medium rectangle mobile
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=inpage:614421719,mrec:614421049

contact persons: Angelique Thüerer, Denise Fischer, Michael Kappenberger; **mail:** adops@finanzen.net;

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Alternatively, a billboard **or** half-page ad + medium rectangle can also be displayed.

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The screenshot shows the top section of the finanzen.net homepage. A large OSKAR billboard ad is featured, with the text "ETF-Sparplan kann jetzt jeder. Intelligenter Sparplan schon ab 25€ Sparrate im Monat. Ideal für Anfänger:innen." and a Trustpilot rating of 4.7. Below the billboard, the main navigation bar includes links for Aktien, News, Indizes, Fonds, ETFs, Zertifikate, Hebelprodukte, Anleihen, Rohstoffe, Krypto, Devisen, and Ratgeber. A purple banner below the navigation bar reads "+++ Täglich neue Trading-Ideen mit Tradespot by finanzen.net! Jetzt laden! +++". The main content area is titled "ETF-Marktübersicht" and displays various market indices and their performance over the last year.

This screenshot shows a different layout of the finanzen.net homepage. It features a large OSKAR billboard ad on the right side, identical to the one in the first screenshot. On the left, there is a "Marktübersicht" section with charts for DAX, Dow Jones, and TecDAX. Below this, a "DAX AKTUELL" section highlights the DAX reaching 21,000 points. A "HEUTE IM FOKUS" section mentions Zölle and Trump's policies. A small OSKAR billboard ad is also visible in the bottom right corner of the main content area.

Examples:

https://www.finanzen.net/?ast_override_div=superbanner:605544169,mrec:605543919

https://www.finanzen.net/?ast_override_div=mrec:605543919,sky:615835638

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