

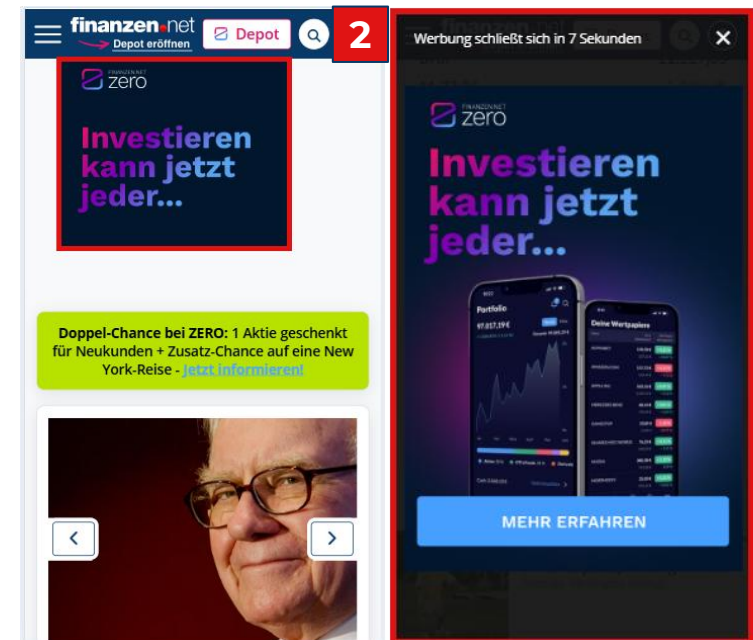
Homepage Exclusive

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 (fireplace + superbanner) + medium rectangle, or Alt.: BB or 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=inline: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 secondary banner reads "+++ Täglich neue Trading-Ideen mit Tradespot by finanzen.net! Jetzt laden! +++". The "ETF-Marktübersicht" section displays charts for DAX, MSCI World, and EURO STOXX 50, along with 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 "DAX AKTUELL" section with a headline "DAX nimmt 21.000-Punkte-Marke wieder ins Visier - Entspannung im Zollstreit nachhaltig?" and a sub-headline "Der DAX zeigt sich am Montag deutlich erholt. Die Gründe." Below this, 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". A "Marktübersicht" section on the right shows various market indices and their performance. A medium rectangle ad for OSKAR is also visible on the right side.

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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