

# Run of Site - Desktop

## Description:

In a desktop **Run of Site campaign (RoS)**, the advertising is displayed **without targeting** in all sections and subpages, except on the homepage.

Specifications	Required input
<b>[1]</b> Creatives for desktop	<a href="#">billboard</a> or <a href="#">halfpage</a> ad or <a href="#">medium rectangle</a>
Volume	Number of impressions (availability query after consultation if necessary)
Date	Period of the campaign

The screenshot shows the finanzen.net website with an OSKAR advertisement for an ETF savings plan. The ad is displayed in a large banner at the top and a smaller version on the right side. The website interface includes a navigation bar with 'Aktien', 'News', 'Indizes', 'Fonds', 'ETFs', 'Zertifikate', 'Hebelprodukte', 'Anleihen', 'Rohstoffe', 'Krypto', 'Devisen', and 'Ratgeber'. Below the navigation bar is a section for 'ETF-Marktübersicht' with charts for DAX, MSCI World, and EURO STOXX 50. A red box highlights the OSKAR ad placement, and a red '1' in a box is next to it.

Example:

[https://www.finanzen.net/etf?ast\\_override\\_div=superbanner:605544169,mrec:605543919,sky:615835638](https://www.finanzen.net/etf?ast_override_div=superbanner:605544169,mrec:605543919,sky:615835638)

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