

# First Contact

## Description:

With **First Contact**, the advertising is played out **once a day per user**. 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="#">fireplace</a> , + <a href="#">medium rectangle</a> or <a href="#">BB</a> / <a href="#">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                                                                                            |

The collage consists of five screenshots from the finanzen.net website and mobile app. The first four are desktop views, and the fifth is a mobile app view. Red numbers 1 and 2 are overlaid on the first and fifth screenshots respectively, indicating specific ad placements.

- Screenshot 1 (Desktop):** Shows a large banner at the top with the text "Investieren kann jetzt jeder..." and a sidebar on the left with a "JETZT LOSLEGEN" button.
- Screenshot 2 (Desktop):** Shows a desktop view with a search bar, navigation menu, and a section titled "ETF-Marktübersicht" with various market indices and their performance.
- Screenshot 3 (Desktop):** Shows a desktop view with a search bar, navigation menu, and a section titled "Aktien, ETFs Sparpläne, Krypto" with a "JETZT LOSLEGEN" button.
- Screenshot 4 (Desktop):** Shows a desktop view with a search bar, navigation menu, and a section titled "Investieren kann jetzt jeder..." with a "JETZT LOSLEGEN" button.
- Screenshot 5 (Mobile App):** Shows a mobile app view with a search bar, navigation menu, and a section titled "Investieren kann jetzt jeder..." with a "JETZT LOSLEGEN" button.

Examples:

[https://www.finanzen.net/?ast\\_override\\_div=superbanner:614422449,mrec:614421049](https://www.finanzen.net/?ast_override_div=superbanner:614422449,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 Thüerer, Denise Fischer, Lisette Pacheco, Michael Kappenberger; **mail:** [adops@finanzen.net](mailto:adops@finanzen.net);

**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 of the finanzen.net website. At the top is a large OSKAR billboard 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 is a navigation bar with links like "Aktien", "News", "Indizes", "Fonds", "ETFs", etc. The main content area features an "ETF-Marktübersicht" section with charts for DAX, MSCI World, and EURO STOXX 50. A small OSKAR billboard is also visible on the right side of the page.

This screenshot shows a different part of the finanzen.net website. It features a "Marktübersicht" section with charts for DAX, Dow Jones, and TecDAX. Below the charts is a section titled "DAX nimmt 21.000-Punkte-Marke wieder ins Visier - Entspannung im Zollstreit nachhaltig?". On the right side, there is a small OSKAR billboard with the same text as the one in the first screenshot.

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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