

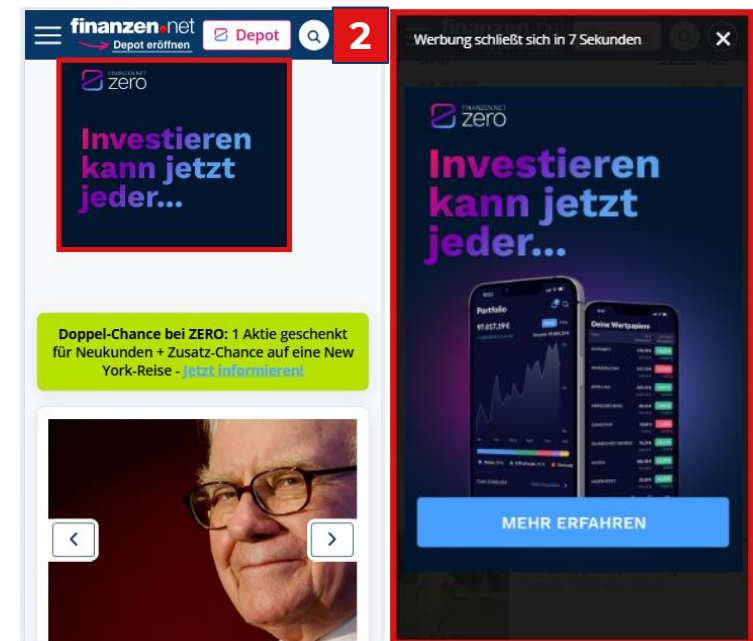
# Homepage Exclusive

## 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 Thürrer, Denise Fischer, Lisette Pacheco, Michael Kappenberger; **mail:** [adops@finanzen.net](mailto: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 for 'ETF-Sparplan kann jetzt jeder.' is featured, with a Trustpilot rating of 4.7. Below it, the main navigation bar includes links for Aktien, News, Indizes, Fonds, ETFs, Zertifikate, Hebelprodukte, Anleihen, Rohstoffe, Krypto, Devisen, and Ratgeber. A purple banner promotes daily trading ideas. The 'ETF-Marktübersicht' section displays charts for DAX, MSCI World, and EURO STOXX 50, along with performance data for the last year.

This screenshot shows a different layout of the finanzen.net homepage. The OSKAR billboard ad for 'ETF-Sparplan kann jetzt jeder.' is positioned on the right side. The main content area features a 'DAX aktuell' section with a headline about the DAX index reaching 21,000 points. Below this, there's a 'Marktübersicht' section with charts for DAX, Dow Jones, and TecDAX. A smaller OSKAR ad is also visible in the bottom right corner.

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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**finanzen.net**