

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
[1] Creatives for desktop	billboard or halfpage ad or medium rectangle
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. The ad is a large banner at the top right, featuring a woman smiling and the text "ETF-Sparplan kann jetzt jeder. Intelligenter Sparplan schon ab 25€ Sparrate im Monat. Ideal für Anfänger:innen." A Trustpilot rating of 4.7 is also shown. The website layout includes a navigation bar, a market overview section with charts for DAX, MSCI World, and EURO STOXX 50, and a sidebar with more ads.

Example:

https://www.finanzen.net/etf?ast_override_div=superbanner:605544169,mrec:605543919,sky:615835638

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