

Universal advertising policy guidelines

- Pixel tracking can be accepted for impressions and clicks if running banners hosted through eBay's DFP.
- All cookies must be declared prior to campaign start.
- Creatives must be clearly distinguished from site content with a black 1px border built into their design.
- Audio must be user initiated, animation can be auto-play.
- All rich media video must contain controls for pause/play and mute/unmute.
- Max animation length for creatives is 30s, no more than 3 loops. Max frame rate is 24fps.
- All creatives must be SSL compliant.
- Creatives must include an advertiser name or logo within their messaging.
- We currently do not support video player integration on ebay.co.uk for ad-serving. Consequently, we can only accept InPage tags and not InStream for rich media banners.
- We cannot accept blocking tags from advertising partners, however monitoring tags may be used for ad verification.

[Click here](#) for our current UK Advertising Policies.

Standard ad formats

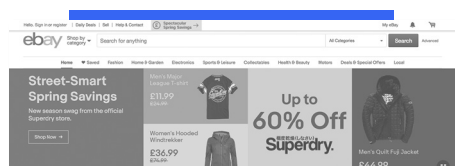
Placement	Size	Supported file formats	Max initial load weight (KB)		Max subsequent load weight (KB)		
			Jpeg/Gif	HTML5	Jpeg/Gif	HTML5	In-stream video
Skyscraper	160 x 600	Jpeg/Gif/HTML5/ 3rd Party	40	200	200	200	2,200
MPU	300 x 250	Jpeg/Gif/HTML5/ 3rd Party	40	200	200	200	2,200
DMPU	300 x 600	Jpeg/Gif/HTML5/ 3rd Party	60	200	200	200	2,200
Leaderboard	728 x 90	Jpeg/Gif/HTML5/ 3rd Party	40	200	200	200	2,200
Monster	640 x 480	Jpeg/Gif/HTML5/ 3rd Party	60	200	220	220	2,200
Billboard	970 x 250	Jpeg/Gif/HTML5/ 3rd Party	60	200	200	200	2,200

Additional guidelines

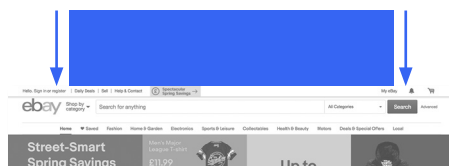
- Third party tags can only be accepted from vendors certified by Google for use with their DFP Premium ad-server, or if full instructions for inserting cachebuster and click-tracking macros are supplied and testing is completed before campaign start date.
- For HTML5 creatives assets should be delivered as a compressed .zip folder containing the main HTML file and all the components it refers to: JavaScript, CSS, images. The main HTML file must use standard IAB clickTag variable.

Bespoke ad formats - Native Pushdown (NPD)

Placement	Size	Supported file formats	Max initial load weight (KB)		Max subsequent load weight (KB)		
			Jpeg/Gif	HTML5	Jpeg/Gif	HTML5	In-stream video
NPD Collapsed	970 x 30	Jpeg/Gif	60	N/A	N/A	N/A	N/A
NPD Expanded	970 x 250	Jpeg/Gif/HTML5/ 3rd Party	60	200	200	200	2,200



Collapsed 970 x 30 pushdown element.



Expanded 970 x 250 pushdown element.

Additional guidelines

- If creative background is white then we would require a light border around the creative. Otherwise no borders around creative, we will match eBay's header section to the creative background.
- We cannot accept tags for the NPD Collapsed banner, only 1x1 impression and click tracking pixels.
- 100 pixels from the right hand side and 35 pixels from the top will need to be kept clear (no CTAs or images) as the pushdown open/close button covers this area. We are unable to move it or customise other than button background colour and font colour. The open/close button must be added on our side, it should not be included in the assets we're sent.

Bespoke ad formats - Homepage Takeover (HPTO)

Placement	Size	Supported file formats	Max initial load weight (KB)		Max subsequent load weight (KB)		
			Jpeg/Gif	HTML5	Jpeg/Gif	HTML5	In-stream video
MPU	300 x 250	Jpeg/Gif/ HTML5/ 3rd Party	40	200	200	200	2,200
Super Leaderboard	970 x 90	Jpeg/Gif/ HTML5/ 3rd Party	40	200	200	200	2,200

Bespoke ad formats - Motors Homepage Takeover (MHPTO)

Placement	Size	Supported file formats	Max initial load weight (KB)		Max subsequent load weight (KB)		
			Jpeg/Gif	HTML5	Jpeg/Gif	HTML5	In-stream video
Super Leaderboard	970 x 90	Jpeg/Gif/ HTML5/ 3rd Party	40	200	200	200	2,200

Homepage Takeover (HPTO)

My eBay

Sign up or log in

Help

Contact

eBay

Skip to my category

Search for anything

All Categories

Search

Advanced

Home

Fashion

Home & Garden

Electronics

Sports & Leisure

Collectables

Health & Beauty

Motors

Deals & Special Offers

Local

Street-Smart Spring Savings

New season swag from the official Superdry store.

Shop Now →

Men's Mega League T-shirt

£11.99
£24.95

Women's Hooded Windbreaker

£36.99
£54.00

Up to 60% Off

Superdry.

Men's Quilt Fuji Jacket

£44.99
£89.99

Super Leaderboard

Top Picks

Spring Savings

Argos

Gaming

25% off all Playmobil

20% off Outdoor Toys

Tesco

TV & DVDs

Featured sales & events

See all →

Exclusive Tesco Outlet Deals

Tune in for savings on TVs, laptops and more

Superdry up to 40% off Sale

Save on jackets, tops, shirts & more.

40% off Millets Outdoors

Spring Sale: Limited Time Only!

eBay & Nectar Best Buds

1 spend = 1 point collected | 500 points saved = £2.50 to spend.

Find Out More →

Pick of the day

See all →

E279.00

E679.5

E5.75

E99.99

E19.99

E9.99

Why eBay?

Money Back Guarantee

Price Match Guarantee

Click & Collect

Daily Deals

eBay Local

Nectar Rewards

Charity

Increase Your Chances of Selling

Pick a Buy It Now price & Allow Offers to increase your chances.*

Start Selling →

*Based on private seller sales during 2015.

9%

More sales using Allow Offers.*

Sooo Much More, for Less

Millions of brand new items with free shipping.

Buy Now

Under £10

Featured eBay

Looking for a Great Deal?

We've got everything you need.

Shop Now →

MPU

Motors Homepage Takeover (MHPTO)

My eBay

Help & Contact

Sign Out

Shop by Category

Search for anything

All Categories

Search

Advanced

My eBay

Motors

My Garage

Find parts for my vehicles

Shop by Category

Vehicle Parts & Accessories

Garage Equipment & Tools

Cars, Motorcycles & Vehicles

Sales & Events

Annual Service

MOT Preparation

GM Car Parts

The Motorcycle Hub

Road Trip & Getaways

Motorist Deals

Sell on eBay

Sell your Parts

Sell your Vehicle

Find 123 Services from 2500+ Sellers

Super Leaderboard

Find parts & accessories

Cars & trucks

Motorcycles & other vehicles

Enter your registration number

REG NUMBER

Find parts

Enter your vehicle details

Ready for your MOT?

Find the parts and expertise you need to pass with flying colours

Shop Now

Car Parts & Accessories

Car Parts

Car Accessories

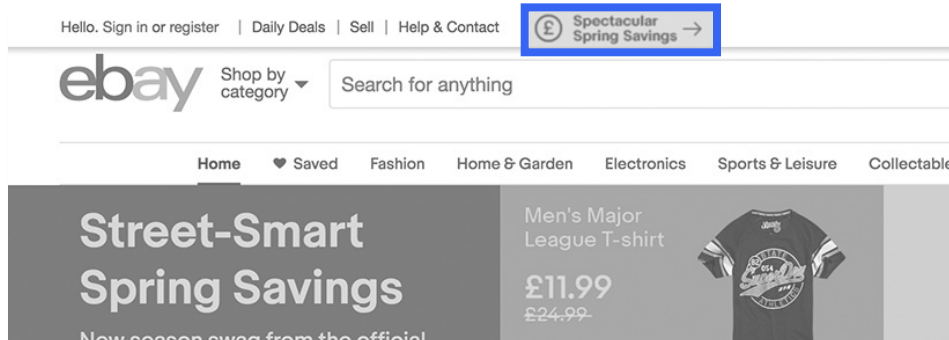
Car Tuning & Styling Parts

Car Wheels, Tires & Tyms

GPS, Audio & In-Car Tech

Bespoke ad formats - Doodle

- 150px x 30px
- Maximum file size: 6kb
- PNG with transparent background
- Creative content may occupy the whole space



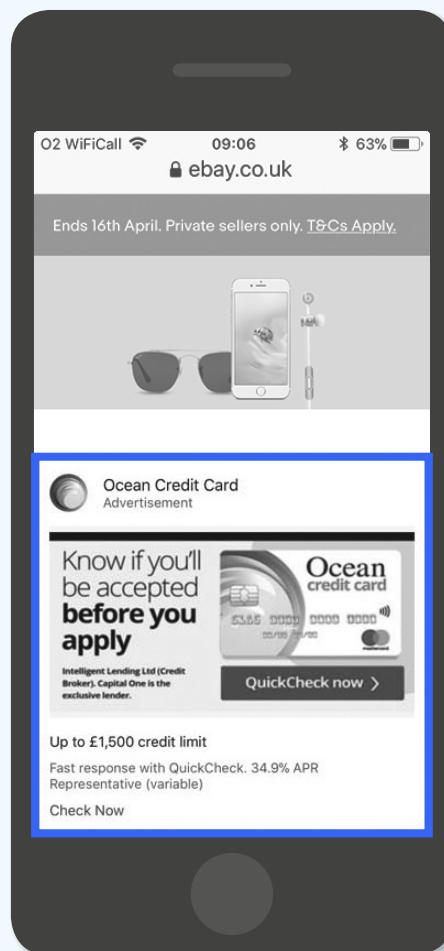
Mobile Ad Formats - Native in-feed

Deliverable	Specification
Advertiser name	25 characters maximum (Inc. spaces)
Headline text	25 characters maximum (Inc. spaces)
Body text	90 characters maximum (Inc. spaces)
CTA text	25 characters maximum (Inc. spaces) - CTA text is automatically capitalised on Android
Image	1200 x 627 pixels Aspect ratio: 2:1 Maximum file size: 500kb Must not contain: <ul style="list-style-type: none"> - More than 20% text - Advertisers logo - Call to action button
Logo	128 x 128 pixels Aspect ratio: 1:1

We can only support ONE tracking pixel in our in-app creatives. This can be, for example, an impression tracker, a viewability measurement pixel or a survey pixel.

Additional guidelines

- eBay will assemble the ad. We just require you to supply the deliverables in the table above.
- You may supply the text in any form you wish to. For your reference, we will automatically convert the text into the following fonts: Helvetica Neue Light/Regular (for iOS) Roboto Light/Regular (for Android)
- We only require one 1200 x 627 image to cover all devices and screen sizes.
- Campaign landing page must be mobile optimised.
- Creative and landing pages are subject to eBay internal approval.
- If you plan on adding text to the creative image, such as Terms and Conditions, please use an appropriate font size to ensure that the text is legible on mobile devices.
- "Advertisement" text will appear automatically below the advertiser name.



Bespoke Ad Formats - Textlink

Advertiser Logo: (VIP: 60x20 / Checkout: 85x45)

Textlink: 55 characters (Inc. spaces)

Mouseover Text: 500 characters (Inc. spaces)

Clickthrough URL

Additional guidelines

- All textlink placements need to start with "Advert:" followed by advertiser textlink copy.
- eBay requires all textlink placements have mouseover text.
- The advertiser logo must be in standard file formats such as PNG/ JPEG/ GIF
- We cannot accept this placement as a 3rd party tag.
- The eBay ad operations team will build this format once the above assets are received.
- We can accept an impression pixel, this is optional.

ebay Shop by category Search for anything All Categories Search Advanced

Back to search results | Listed in category: Antiques > Antique Furniture > Cabinets > 20th Century

Polished Filing Cabinet by Remington Rand, 1930s

Condition: --
Time left: 2d 06h (17 Nov, 2017 16:54:48 GMT)

£36.00 4 bids
Reserve not met

Enter your max. bid

Submit bid

Add to Watch list Add to collection

Located in United Kingdom

Postage: Free collection in person | [See details](#)
Item location: London, United Kingdom
Posts to: Collection in person only

Delivery: Varies

Payments: **PayPal** **VISA** **MasterCard** **Amex** **Debit** **Processed by PayPal**
PayPal CREDIT Get more time to pay.
[See payment information](#)

ANYMAN Get an instant price to collect this item

Returns: No returns accepted

Protection: **ebay** MONEY BACK GUARANTEE | [See details](#)

Mouse over image to zoom

Have one to sell? Sell it yourself

Seller information
jakesteadman (101 ☆)
100% Positive Feedback
Save this seller
Contact seller
See other items

BT TV + Unlimited BT Infinity
£33.49 a month
24 month contract
£125 cashback
BT TV +

Despicable Me 3
available to buy from the 23rd October

ebay advertising

For further information on these creative specifications, or for any related queries,
please contact the Uhl Team at am-advertising@ebay.de