

Text/Image

Video

Coupon

AddOns

RecommendationAd  
PictureAd

Expandable Video  
Video with ActionAd

CouponAd

LikeAd



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## Adformat: PictureAd | Performance with Branding



### Description

Ad appears when mouse hovers over image and disappears as soon as mouse moves away.

### Benefits

100% attention rate once activated (ad initially hidden)

Ad is fixed through the emotions in images

Branding orientated format

### Suitable

Classic performance advertising

Thematic engagement with consumers (holiday offers on travel pictures)

Emotional engagement (rehydration drinks ads upon sports images)

Situational approach to consumers (camera ads on leisure photos)

### How to book

#### For self-starter:

plista's self-service ad booking tool (<http://plista.com/en>)

#### For full service:

plista dedicated account management or contact person  
([advertiser@plista.com](mailto:advertiser@plista.com) oder +49 (0) 30 473 753 7-0)

### Technical specifications

Minimum image size: ideally 500 x 500 pixels

Title: 50 characters (max.)

Text: 100 characters (max.)

Target URL: optional

plista facts: launched 2009 | Staff: >60 | Network: >45 million Unique visitors | Publishers: >1.000 | Publishing houses: >60



Microsoft



T-Mobile

Senseo



ESPRIT



Links: [RecommendationAd](#) | [PictureAd](#) | [VideoAd](#) | [ActionAd](#) | [CouponAd](#) | [LikeAd](#)