



Description

The Ad Bundle is a combination booking of the standard advertising formats Super Banner, Skyscraper and Medium Rectangle. The advertising formats are assigned a mutual advertising exclusion.

Dimensions

- Medium Rectangle: 300x250 Pixel
- Skyscraper: 120x600 Pixel, 160x600 or 200x600 Pixel

- Superbanner: 728 x 90 Pixel

File Format

File format

- **Physical:** .gif, .jpeg, .png or HTML5 Redirect
- Iframe-Redirect or JavaScript-Redirect

File Weight

- Initial (incl. Tracking): max. 100 KB
- Subload (incl. Tracking): max. 200 KB
- Total (Initial + Subload): max. 300 KB

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)