

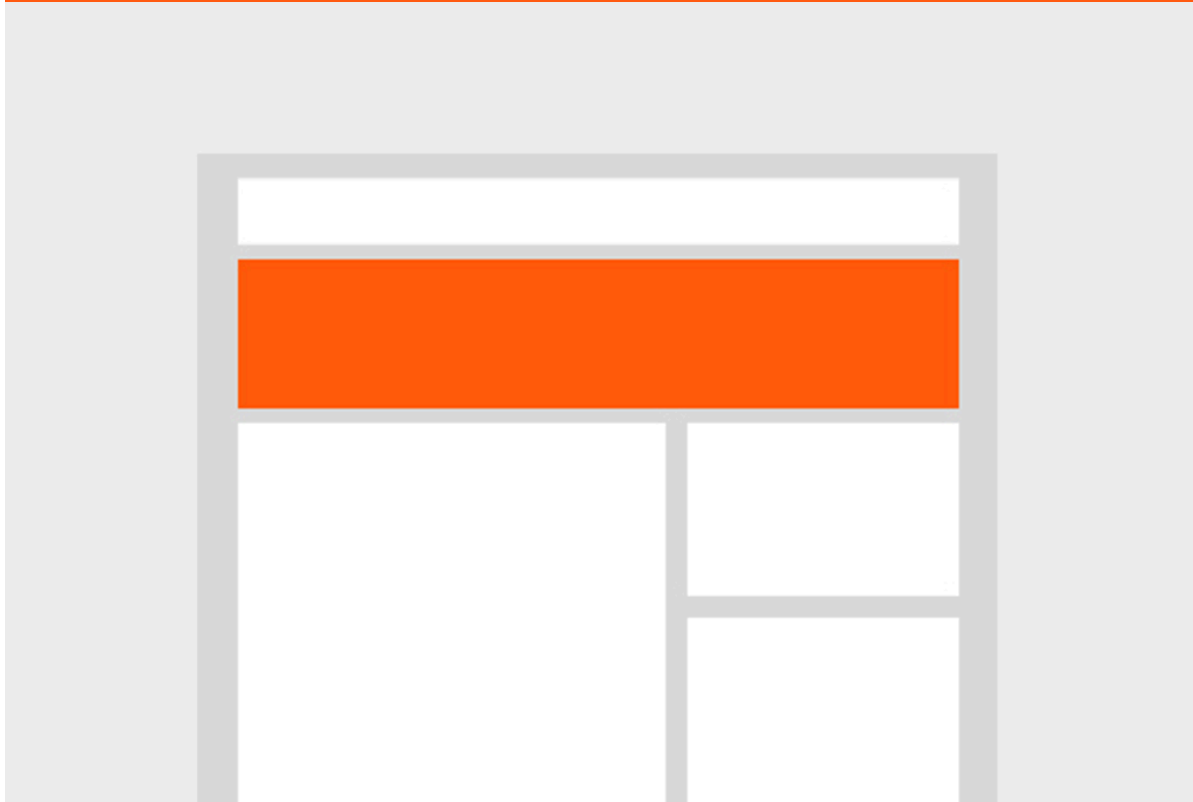
[Demo](#)

Spezifikationen Desktop

Billboard Ad

STROER

[Demo](#)



Description

The billboard ad stands for an impressive appearance due to its size in combination with the landscape format. This format offers plenty of space for communication and individual creative elements using graphics, movies or interactive elements.

Dimensions

Standard size for network and channel rotations is 800 x 250 pixels.

File Format

File format

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

File Weight

- Billboard Ad (physical): max. 150 KB
- Redirect: Initial (incl. tracking): max 150 KB
- Redirect: Subload (incl. tracking): max. 300 KB
- Redirect: Total (Initial + Subload): max. 450 KB

Publisher-specific Specialities

There are some publishers who, in addition to the standard size, can also realize their own maximum sizes, provided they are not network and themed channel rotations:

Publisher	Maximalgröße
aero.de	max. 940 x 250 Pixel
aerokurier.de	max. 1100 x 250 Pixel
apotheken-umschau.de	max. 1000 x 250 Pixel
auto-motor-und-sport.de	max. 1100 x 250 Pixel

Publisher	Maximalgröße
buffed.de	max. 1000 x 250 Pixel
caraworld.de	max. 940 x 250 Pixel
cavallo.de	max. 1100 x 250 Pixel
dailydose.de	max. 780 x 250 Pixel
desired.de	max. 1000 x 250 Pixel
druckerchannel.de	max. 990 x 250 Pixel
flugrevue.de	max. 1100 x 250 Pixel
freenet.de	max. 970 x 250 Pixel
fussballfieber.de	max. 1070 x 250 Pixel
gamesaktuell.de	max. 1000 x 250 Pixel
gameszone.de	max. 1000 x 250 Pixel
giga.de	max. 1000 x 250 Pixel
kino.de	max. 1000 x 250 Pixel
kraloyun.com	max. 865 x 250 Pixel
mehr-tanken.de	max. 1100 x 250 Pixel
meineorte.com	max. 1070 x 250 Pixel
menshealth.de	max. 1100 x 250 Pixel
medpertise.de	max. 980 x 250 Pixel
motor1.com	max. 940 x 250 Pixel

Publisher	Maximalgröße
motorradonline.de	max. 1100 x 250 Pixel
myfanbase.de	max. 850 x 250 Pixel
outdoor-magazin.com	max. 1100 x 250 Pixel
pcgames.de	max. 1000 x 250 Pixel
pcgameshardware.de	max. 1000 x 250 Pixel
pokewiki.de	max. 970 x 250 Pixel
promobil.de	max. 1100 x 250 Pixel
runnersworld.de	max. 920 x 250 Pixel
spielaffe.de	max. 1000 x 250 Pixel
stylevamp.de	max. 1070 x 250 Pixel
tierfans.net	max. 1070 x 250 Pixel
t-online.de	max. 997 x 250 Pixel
unnuetzes.com	max. 1070 x 250 Pixel
unsere-helden.com	max. 1070 x 250 Pixel
videogameszone.de	max. 1000 x 250 Pixel
watson.de	max. 970 x 250 Pixel
webauto.de	max. 920 x 250 Pixel

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](#)