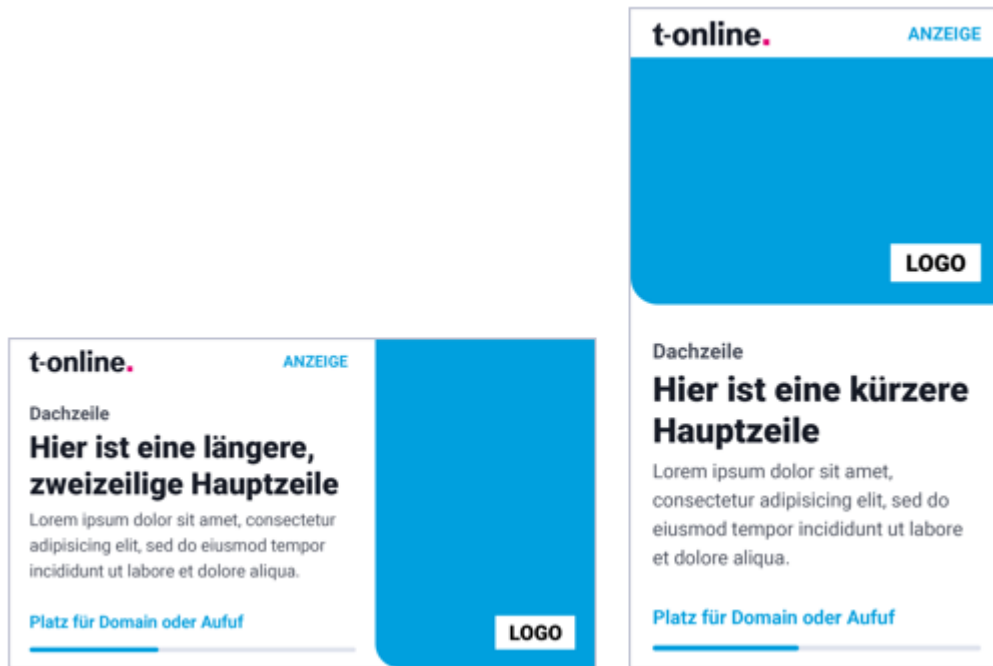


## Description



As part of a DOOH advertorial, an advertising message requiring explanation is broadcast in the look and feel of t-online, watson or a Ströer Media Brand (SMB).

Standard spot length: 10 seconds

© Ströer

## Notes

- **Can only be booked in combination with Digital**
- The following advertising media are available for a DOOH advertorial: DOOH Infoscreen, DOOH Mall and DOOH Station (others on request)
- Customer content in the publisher's look & feel Branding using the customer logo
- Mandatory advertisement labeling

# Specifications

## Spot length

- Please refer to the order confirmation for the spot length
- No title slates or blank frames
- ATTENTION: exact booked spot length, i.e. at 10 seconds = 10 s 00 ms (there must not be milliseconds more or less)

## Resolution

- Infoscreen: 16:9
- Station: 9:16
- Mall: 16:9 & 9:16

## File Format

### Managed Service

#### Video

MP4 or MOV, 25, 29.97 and 30 fps , without audio track.

Codec: uncompressed or h.264 (bitrate min. 30 Mbit/s)

no fields (progressive)

#### Still image

.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

### Programmatic

#### Video

MP4, 25, 29.97 and 30 fps, without audio track

codec: h.264 (bitrate max. 12 Mbit/s)

no fields (but progressive)

#### Still image

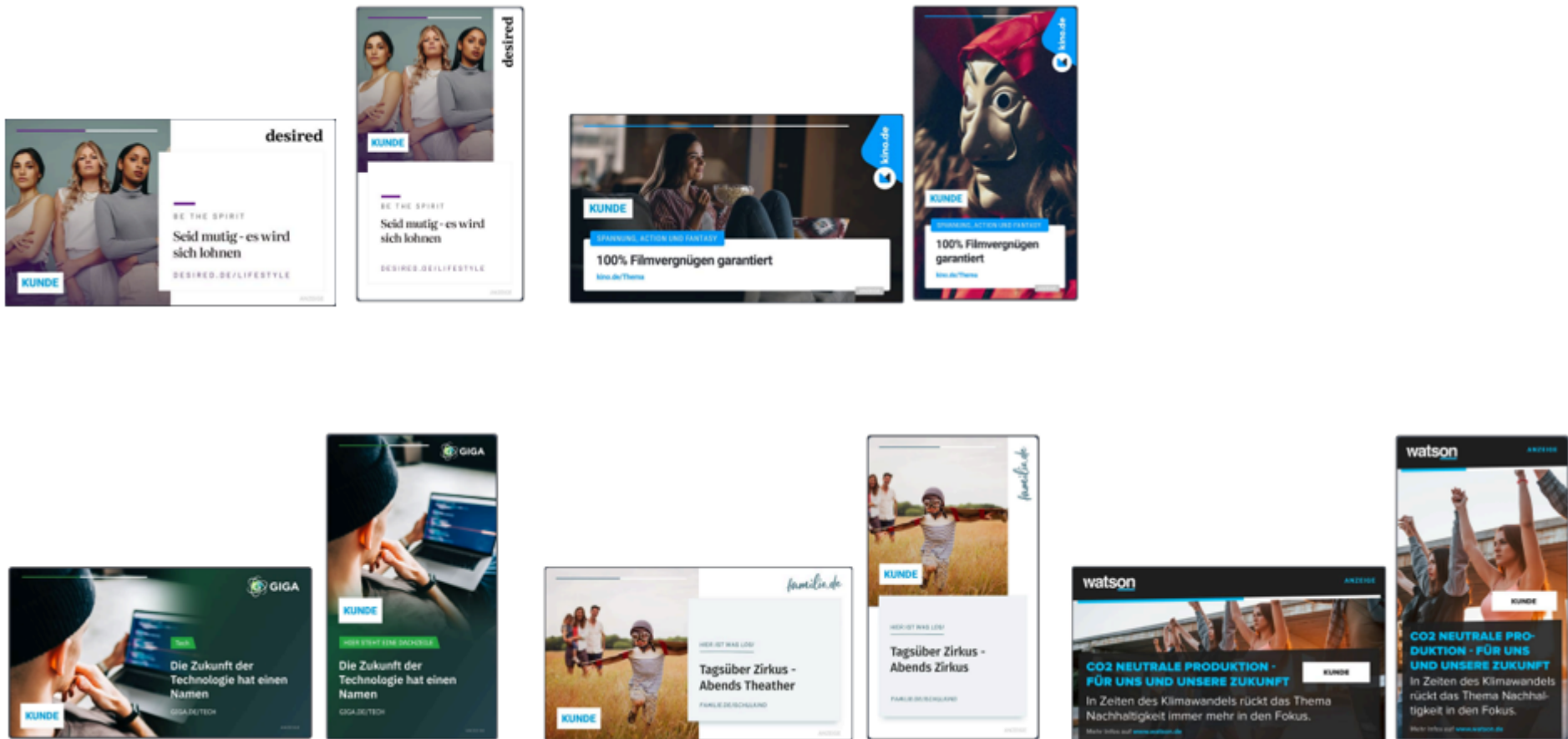
.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

## Recommendation for DOOH Creation

- We generally recommend as short and concise texts as possible - the shorter, the better and easier to digest. Here is the maximum possible character length including spaces, depending on word length, character width, and line breaks.

Publisher	desired, kino.de, GIGA, familie.de	watson	t-online
Text	<p>Here is the maximum possible character length including spaces, depending on word length, character width, and line breaks. The headline and URL are visible throughout the entire spot duration. Regarding the copy text, the spot is divided into two halves - visible for 5 seconds each in a 10-second spot.</p> <ul style="list-style-type: none"> <li>▪ <b>Infoscreen, Station &amp; Mall:</b></li> <li>▪ Headline: max. 25</li> <li>▪ Copy text: Phase 1: max. 50, Phase 2: max. 40</li> <li>▪ <b>URL/Call to action</b> (optional): max. 20 after publisher.de/</li> </ul>	<p>Here is the maximum possible character length including spaces, depending on word length, character width, and line breaks.</p> <ul style="list-style-type: none"> <li>▪ <b>Infoscreen:</b></li> <li>▪ Headline: max. 50</li> <li>▪ Copy text: max. 90</li> <li>▪ URL/Call to action (optional): max. 20 after watson.de/</li> <li>▪ <b>Station &amp; Mall:</b></li> <li>▪ Headline: max. 40</li> <li>▪ Copy text: max. 90</li> <li>▪ URL/Call to action (optional): max. 8 after watson.de/</li> </ul>	<p>Here is the maximum possible character length including spaces:</p> <ul style="list-style-type: none"> <li>▪ Dachzeile: maximal 30</li> <li>▪ Headline: maximal 35</li> <li>▪ Copy text:</li> <li>▪ <b>Infoscreen &amp; Mall:</b> maximal 95</li> <li>▪ <b>Station:</b> maximal 125</li> <li>▪ (optional) URL: maximal 20 after (t-online.de/)</li> </ul>
Image	<p>At least one article image:</p> <ul style="list-style-type: none"> <li>▪ in raw format (RGB - no CMYK)</li> <li>▪ sRGB, 72 dpi, jpg.</li> <li>▪ <b>Image size watson, GIGA, kino.de:</b></li> <li>▪ PV Format 16:9: 1,920 x 1,080px</li> <li>▪ PV Format 9:16: 1,080 x 1,920px</li> <li>▪ <b>Image size desired &amp; familie.de:</b></li> <li>▪ PV Format 16:9: 960 x 1,080</li> <li>▪ PV Format 9:16: 890 x 1,080</li> <li>▪ <b>Note: Pay attention to the placement of important image content, as the image may be partially covered by text areas.</b></li> </ul>		<p>At least one article image:</p> <ul style="list-style-type: none"> <li>▪ in raw format (RGB - no CMYK)</li> <li>▪ sRGB, 72 dpi</li> <li>▪ .jpg</li> <li>▪ Image size:</li> <li>▪ PV Format 16:9: 720 x 1,080px</li> <li>▪ PV Format 9:16: 1,080 x 720px</li> </ul>
Logo	<p>Logo area: Optimal: Vector graphic, Alternative:.png Minimum size: 300 x 300px</p>		



## General instructions for DOOH that must be followed

- Content should be receivable in the booked time
- Content must comply with youth protection guidelines
- Spots must be created exactly in the resolution of the booked advertising medium
- Spot lengths must correspond exactly to the booked time

# Delivery of advertising material

## Lead time and delivery address

- DOOH advertising media are always handled as follows when booked with Ströer Media Solutions:
- All DOOH advertising media must be sent to Ströer for technical and content review at least **twenty working days** before the start of the campaign.  
Deliver all ads to the following email addresses:

Name	E-Mail
Special intermediaries (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-ppv-spezialmittler@stroeer.de
Omnicom	ops-ppv-omnicom@stroeer.de
Independent Agencies (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-ppv-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-ppv-dentsu-itworks@stroeer.de
MGMP + Kinesso + Planus + UM	ops-ppv-mgmp@stroeer.de
Publicis	ops-ppv-publicis@stroeer.de
GroupM, Emetriq	ops-ppv-groupm@stroeer.de
Direct Clients	ops-ppv-client@stroeer.de
Pilot	ops-ppv-pilot@stroeer.de
UMLs	ops-ppv-umls@stroeer.de

Always include the following information in your email (also in the event of inquiries and/or subsequent changes to advertising

material):

- Name of the advertiser
- Name of the marketing campaign according to the order
- Period of the campaign
- Advertising Medium
- Motif instruction/Placement periods of the individual advertising media, if some advertising media are not to be delivered for the entire duration of the campaign.

## Delivery options and motif instructions

- Finished Spot: Please note that the finished spot must meet the above requirements. If there are multiple motifs, a motif statement is required.
- No Spot: If you are using Ströer Media Creation to create an ad, please inquire about costs with your disruptive contact. Please allow at least 10 working days lead time (depending on effort).

# Programmatic Creative Approval and Caching

[ppv-creative-approval-stroeer.pdf](#)

---

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:  
Ströer Media Solutions GmbH | Kehrwieder 8-9 | 20457 Hamburg