

Description



As part of a DOOH advertorial in tip format, an advertising message requiring explanation is broadcast on DOOH with the look and feel of an editorial article.

Article text, image/video & logo must be supplied.

Standard spot length 10 seconds

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Notes

- You can choose from DOOH Infoscreen, DOOH Station and DOOH Mall (others on request)
- Branding with customer logo
- Mandatory ad 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

Article Text

- We generally recommend texts that are as short and concise as possible - the shorter the better. More accessible and easier to understand. Here is the maximum possible text length:
- Headline: max. 45 characters (including spaces)
- Fluent text: max. 150 characters (including spaces)

Article picture / video

- **We recommend a still image or only slight movements or few animations within the video.**
- In raw format (RGB-no CMYK)
- sRGB, 72 dp
- Image: .jpg // Video: *.avi or *.mp4, without codec or H.264, 25fps or 30fps
- **Image size or video size:**
- PV format 16:9: 1.920 x ca. 720px
- PV format 9:16: 1.080 x ca. 1.080px

Logo

- Surface: 300 x 300px
- sRGB color profile
- Optimal: Vector graphic

General instructions for DOOH that must be followed

- Note on the **AI labeling requirement**: As of August 2, 2026, the AI labeling requirements under Article 50 of the AI Regulation will take effect. As a client, please verify whether your AI-generated or AI-modified advertising materials are subject to the labeling requirement under Article 50 of the EU AI Act. The responsibility for compliance with the labeling requirement lies with you as the creator.
- The individual elements (text, image, logo) are according to the predefined layout by Ströer put together
- Individual elements and their arrangement cannot be change - no modification possible (position of the logo cannot be moved, etc.)
- 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 **ten 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-pdooh-spezialmittler@stroeer.de
Omnicom	ops-pdooh-omnicom@stroeer.de
Independent Agencies (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-pdooh-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-pdooh-dentsu-itworks@stroeer.de
MGMP + Kinesso + Planus + UM	ops-pdooh-mgmp@stroeer.de
Publicis	ops-pdooh-publicis@stroeer.de
WPP Media, Emetriq	ops-pdooh-wppmedia@stroeer.de
Direct Clients	ops-pdooh-client@stroeer.de
Pilot	ops-pdooh-pilot@stroeer.de
UMLs	ops-pdooh-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.

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