

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

© Ströer

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

- 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 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-ppv-spezialmittler@stroeer.de

Name	E-Mail
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.

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