

Description



Ströer©Uwe Merkel

DOOH City Board are large digital screens on main roads and traffic junctions. They impress with their elevated position in a large landscape format and convince with luminous LED technology, which is why they are unmissable by day and night. Your target group is open to your advertising in the average waiting situation (e.g. at traffic lights) and will take notice of your messages.

Operating hours: Monday to Sunday, 6:00 to 22:00/23:00/24:00 o'clock (depending on city)

Possible ad duration between 10 seconds and 30 seconds

Notes

- QR codes are not permitted on advertising materials in Munich!
- Possible degree of movement for DOOH City Board: still image, cinemagram and animation (depending on the city). Full videos are not permitted

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

- 672 x 432 pixels, sRGB
- 576 x 408 pixels, sRGB
- The resolution and the degree of movement depend on the city. Please observe the format specifications for each city.

Degree of movement

- No restrictions
- Please note the degree of movement per city (see **table Format specifications & degree of movement per city**) as well as the notes on the design of cinemagrams and animations (see **notes on creative design**)

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.

Design guidelines & specifications

Vorgaben zur Gestaltung von Werbemitteln

- IMPORTANT! Still image, cinemagram & animation - no videos!
- For further information, please refer to the table below ("Format specifications").

- The measured font height of any depicted font must be at least 30 pixels from the baseline (an exception is made in the font height for legally binding notices: here it is exactly 7 pixels)
- Images that can be confused with traffic lights or traffic signs are not permitted
- Please also note that traffic light colours (signal red/orange/green) may not be used on a large scale in Cologne.

Notes on creative design

Cinemagram

Cinemagrams are living images in which selected areas of the image move: a combination of still image and video elements. The moving details within the image are emphasized and make the image an unforgettable highlight.

- No text animations
- No fading in and out of layout elements
- Slow and discreet movements
- Only a small section of the motif may be animated

Animation

Animations are living images in which the image moves across the entire surface.

- Text animation
- Fade in and fade out of layout elements
- Faster movements
- Full-screen animation
- Note: A maximum of 4 large-area fade-ins (fade time min. 0.3 seconds) and/or a maximum of 2 full-area (soft) fade-outs (transition time min. 0.4 seconds) are permitted.
- Here you can find more information: [DOOH Degree of movement.pptx](#)

Still image

The layout is a pure still image without any movement.

- No text animations
- No fading in and out of layout elements

Recommendation for DOOH Creation

- Put key information (e.g. headline, URL, logo) as large as possible
- Limit yourself to a few, essential contents for optimal perception
- Use a clear visual language and little text (70 % image / 30 % text)
- A URL is best remembered as contact information

Visualization of a motif at different distances

- The fonts in this motif are 47.5 pixels or 30 pixels (minimum font height) high.
- 47.5 pixels are easily readable even from a distance of 75 meters and thus achieve the maximum advertising effect.
- The minimum font height of 30 pixels is barely legible from a distance of 75 meters.
- We recommend making the font and image as large as possible. A large message leads to an optimal advertising impact!
- [Link to image](#)

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 **five 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).

Format specifications and degree of movement by city

City	Pixel 672x432	Pixel 576x408	Degree of movement
Berlin	x	x	Animation / Cinemagram / Still image
Bielefeld	-	x	Animation / Cinemagram / Still image
Bochum	-	x	Animation / Cinemagram / Still image
Bonn	-	x	Animation / Cinemagram / Still image
Braunschweig	-	x	Cinemagramm / Still image
Bremen	x	-	Animation / Cinemagram / Still image
Chemnitz	x	x	Animation / Cinemagram / Still image
Dortmund	x	x	Animation / Cinemagram / Still image
Dresden	x	x	Animation / Cinemagram / Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Duisburg	x	-	Cinemagram / Still image
Düsseldorf	-	x	Animation / Cinemagramm / Still image
Emmerich am Rhein	x	-	Cinemagramm / Still image
Emsdetten	-	x	Cinemagram / Still image
Erfurt	x	-	Cinemagramm / Still image
Erlangen	x	-	Animation / Cinemagram / Still image
Essen	x	-	Animation / Cinemagram / Still image
Frankfurt am Main	x	-	Still image
Fürth	x	-	Still image
Gelsenkirchen	x	-	Cinemagramm / Still image
Greifswald	x	-	Animation / Cinemagram / Still image
Hagen	-	x	Animation / Cinemagram / Still image
Halle (Saale)	x	-	Animation / Cinemagram / Still image
Hamburg	-	x	Animation / Cinemagramm / Still image
Hannover	x	x	Still image
Heidelberg	x	-	Still image
Herne	x	-	Animation / Cinemagram / Still image
Ingolstadt	-	x	Still image
Jena	-	x	Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Karlsruhe	-	x	Animation / Cinemagram / Still image
Kassel	-	x	Animation / Cinemagram / Still image
Kiel	x	x	Animation / Cinemagram / Still image
Kirchheim	-	x	Animation / Cinemagram / Still image
Kleve	x	-	Cinemagramm / Still image
Köln	-	x	Still image
Krefeld	x	-	Animation / Cinemagram / Still image
Landshut	x	x	Animation / Cinemagram / Still image
Leipzig	x	-	Cinemagramm / Still image
Magdeburg	-	x	Animation / Cinemagram / Still image
Mainz	x	-	Cinemagramm / Still image
Mannheim	-	x	Still image
Marl (Recklinghausen)	-	x	Still image
Mönchengladbach	x	-	Cinemagram / Still image
München	x	x	Still image
Neubrandenburg	x	-	Animation / Cinemagram / Still image
Neuss	-	x	Animation / Cinemagram / Still image
Neu-Ulm	-	x	Animation / Cinemagram / Still image
Nürnberg	x	-	Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Oberhausen	x	-	Cinemagramm / Still image
Offenbach	x	-	Animation / Cinemagram / Still image
Osnabrück	-	x	Still image
Oyten	x	-	Cinemagramm / Still image
Paderborn	x	-	Cinemagramm / Still image
Pforzheim	x	x	Animation / Cinemagram / Still image
Pfullingen	x	-	Cinemagramm / Still image
Recklinghausen	-	x	Animation / Cinemagram / Still image
Remscheid	x	-	Animation / Cinemagram / Still image
Reutlingen	x	-	Cinemagramm / Still image
Rheine	x	-	Cinemagramm / Still image
Schwerin	-	x	Animation / Cinemagram / Still image
Siegen	x	-	Animation / Cinemagram / Still image
Solingen	-	x	Animation / Cinemagram / Still image
Stuttgart	x	x	Animation / Cinemagram / Still image
Tübingen	-	x	Animation / Cinemagram / Still image
Ulm	-	x	Cinemagramm / Still image
Wesel	x	-	Cinemagramm / Still image
Wetzlar	-	x	Cinemagramm / Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Wolfsburg	-	x	Cinemagramm / Still image
Wuppertal	x	-	Animation / Cinemagram / Still image

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