

Description



Ströer©Shahnaz Taheri

DOOH City Light turns urban mobility into viewing figures and places advertising messages at eye level directly at the point of sale. Target groups are reached while going about their daily business, whether on their way to work or in relaxed shopping mode. DOOH City Light particularly reaches pedestrians in city centres and overcomes the barrier between advertising message and purchase.

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

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

- 1080 x 1920 pixels, sRGB

Aspect ratio

- 9:16

Special notes for DOOH City Flag

- Please note that the following **minimum font sizes** must be observed in the cities of **Leipzig, Münster and Aachen**:
Minimum font size in pixels: 40 (legal text min. 18)

Degree of movement

- The permitted degree of movement varies depending on the city. Please note the degree of movement per city (see **Degree of movement PV City Light by city**)
- IMPORTANT! Still images, cinemagrams, and animations - no videos!

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

Notes on creative design

Still image

The layout is a pure still image without any movement.

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

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
- Here you can find more information: [DOOH Degree of movement.pptx](#)

Moving image

- No restrictions, all movements are possible here

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

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

Name	E-Mail
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).

Degree of movement PV City light by City

City	Degree of movement
Aachen, Bielefeld, Bocholt, Bonn, Bottrop, Braunschweig, Bremerhaven, Darmstadt, Duisburg, Essen, Gelsenkirchen, Hagen (Hagen), Halle (Saale), Heidelberg, Ingolstadt, Kamp-Lintfort, Kassel, Kiel, Krefeld, Lippstadt, Magdeburg, Minden (Minden-Lübbecke), Neuss, Offenbach am Main, Paderborn, Pforzheim, Quickborn (Pinneberg), Remscheid, Schwerin (Schwerin), Stuttgart, Ulm, Wetzlar, Witten, Wolfsburg, Wuppertal	Animation / Cinemagram / Still image
Erfurt, Frankfurt am Main, Fürth, Leipzig, Münster, Siegen, Tübingen, Würzburg	Cinemagram / Still image
Hannover	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