

## Description



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DOOH City Window are digital screens placed in close proximity to local shops. With their compact size of 55 inches, they offer space for moving image content that appeals to passers-by at eye level in high-traffic locations. This shop window integration is ideal for creating targeted impulses between branding and activation.

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

Possible ad duration 6 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

## Degree of movement

No restrictions

## 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

- 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
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

Name	E-Mail
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