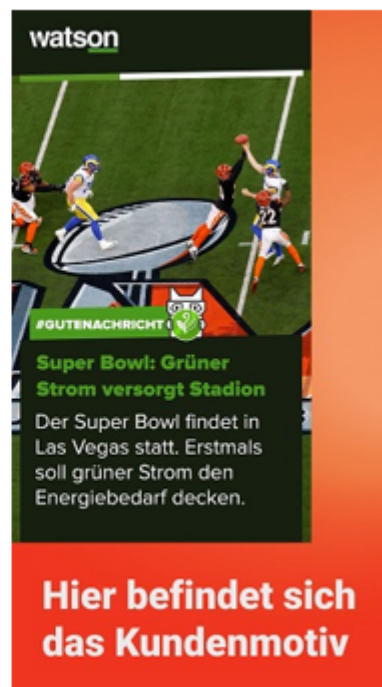


Description



The DOOH CutIn Ad guarantees maximum attention, as the advertising placement takes place directly in the editorial environment. By embedding it in high-quality editorial content, your brand benefits from brand trust and a strong brand transfer - the advertising message is emotionally charged and credibly conveyed. The direct proximity to editorial content increases the relevance of your communication and ensures a particularly effective approach to the target group. We are happy to provide suitable environments and specific content on request.

© Ströer

Notes

Initially, 5 seconds of full-screen editorial content can be seen. This pulls down to the top left and exposes the cut-in area. The exposed advertising space can contain a video, static, or an animation corresponding to the length of the ad.

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)

Aspect ratio

- 16:9
- 9:16

Resolution

- **Infoscreen and Mall Video (landscape):**

lower part (complete width): 1920x252

right part (docks to lower part from above): 448x828

- **Station Video and Mall Video (portrait):**

lower part (complete width): 1080x400

right part (docks to lower part from above): 225x1520

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.

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 material must be sent to Ströer for technical and content review at least **15 working days** before the start of the campaign.
Advertising material is delivered by e-mail to the following 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

- **Static display:**

Delivery of the open Photoshop file including all fonts used. This serves to prepare and export the display in the best possible quality.

If a PNG is supplied (JPEG not recommended), the display cannot be corrected if problems occur.

- **Animated display:**

Delivery of the open Photoshop file including all fonts used, as well as master screens (storyboard sequence) describing the animation (single look definition).

The animation and template implementation is carried out by Ströer and its partners

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