

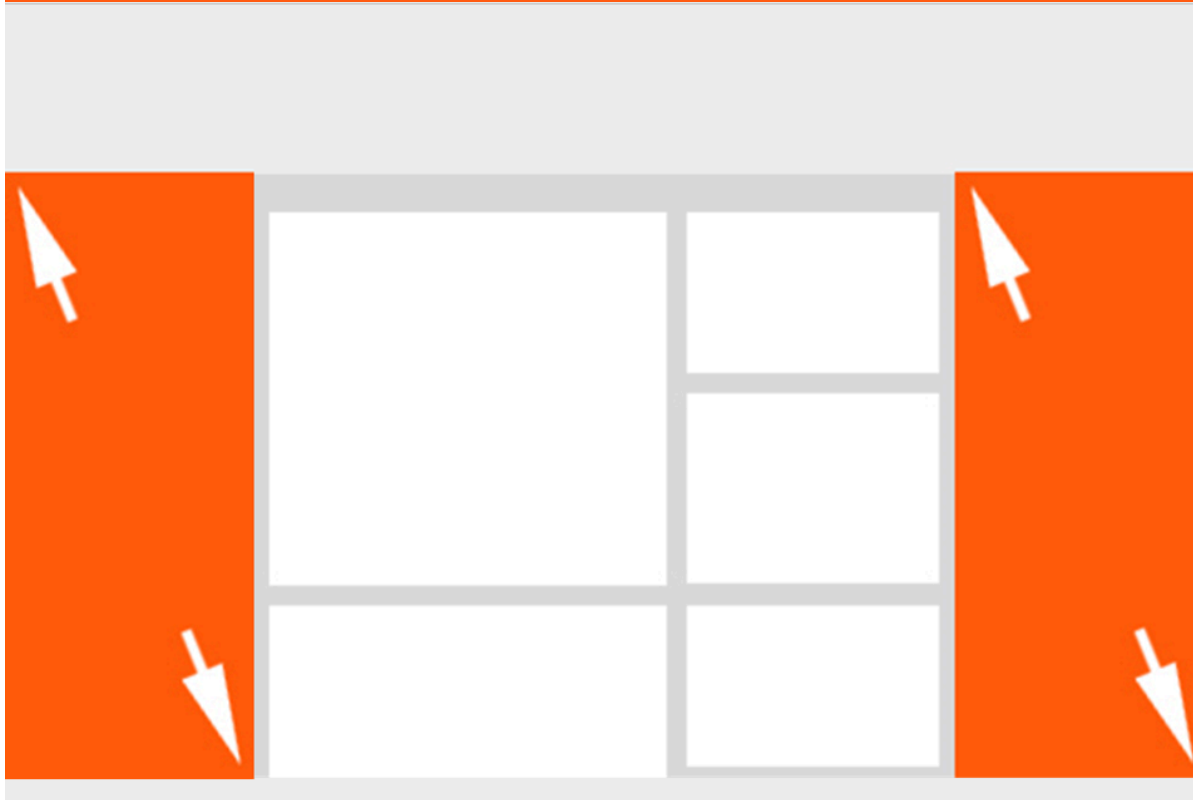
[Demo](#)

Spezifikationen Desktop

STROER

Double Sitebar Ad

[Demo](#)



Description

The Double Sitebar Ad is a large, eye-catching advertising format that adapts dynamically to the screen size. It is placed to the right and left of the content so that it is firmly positioned in the visible area of the page. The "Sticky Effect" when scrolling up/down ensures that the advertising form will always be anchored in the user's field of vision, giving you optimum visibility of your product.

Dimensions

Skyscraper / Sitebar: must work up to a minimum size of 120 x 600 pixels (from there 100% dynamically scaling).

Dimensions

Functionality

- The playout is done via a safe frame, which ensures the complete functionality by us (sticky, positioning, scaling).
- It is important to make sure that the ad is https enabled and does not want to break out of our container.
- If it does try to break out, the following error will be shown in the browser console:
 - Blocked a frame with origin "null" from accessing a cross-origin frame.
- This means that the script tries to access the main page, which is prevented by the safe frame and thus the ad is not played.

Publisher specialties

- Please note that the left and right sitebars have different widths, as we are unable to fully centre non-centred websites.
- For this reason, care should be taken to ensure that the effective advertising content is primarily located in the right-hand sitebar so that it is still available even if the content of the page pushes the left-hand sitebar out of the visible area or if the sitebar is left-aligned.

Visibility measurement

- If visibility measurement is desired, it is imperative that visibility tracking is delivered separately and is not to be included in the redirect.

File Format

File format

Implementation via Redirect:

- Iframe or script redirect from Adform, Adition, Flashtalking or Szimek.
Implementation via HTML5:
- 2 HTML5 files that are responsive

File Weight

- HTML5: 150 KB initial + 300 KB reload per element
- HTML5: das Dateigewicht gilt pro Banner

Delivery

- Please also note: Ad identification "Ad" must be integrated in the advertising material - clearly visible.
- It is important to make sure that the ad media is https capable and does not want to break out of our container.
- 100% dynamic
- Pure image files are not possible, because they would be strongly distorted by the dynamic adjustment.

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)