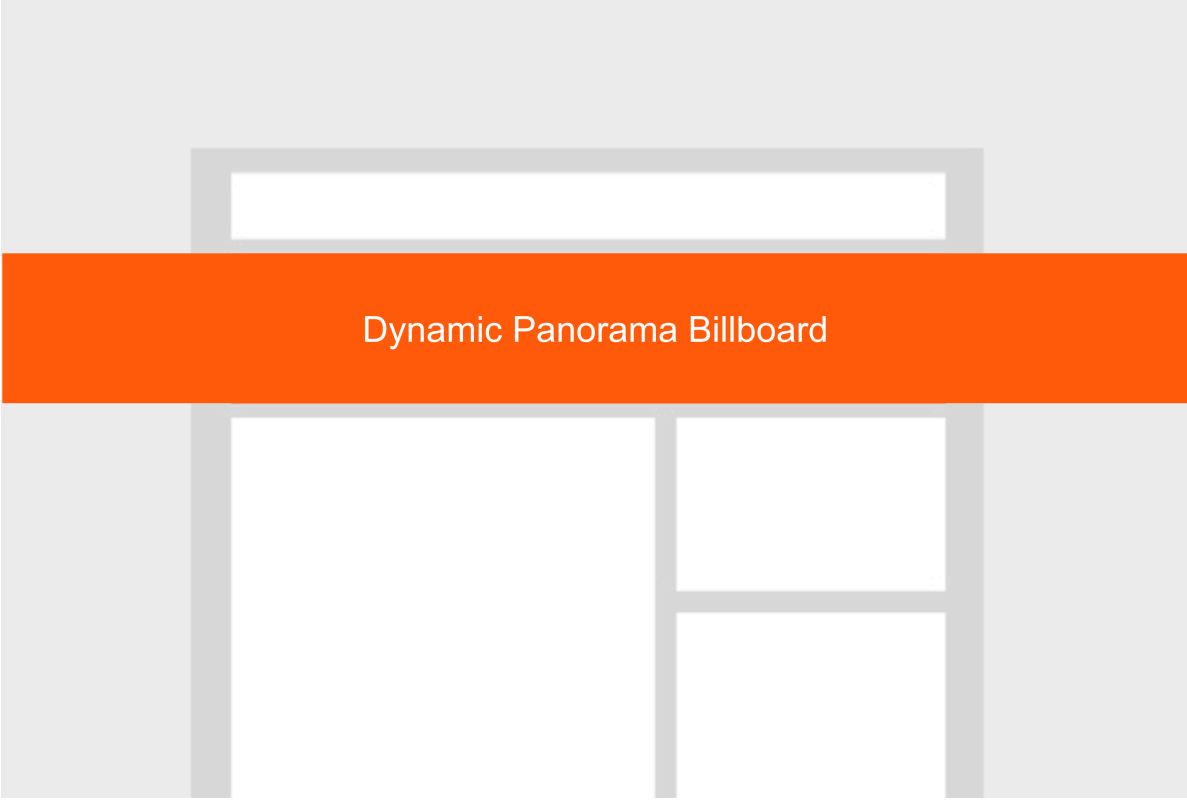


Spezifikationen Desktop

Dynamic Panorama Billboard

STRÖER



Dynamic Panorama Billboard

Description

The Dynamic Panorama Billboard is an evolution of the classic Billboard ad. It dynamically adjusts to the width of the browser window (viewport), providing more space for your advertising message. This innovative ad ensures that your message receives the maximum possible attention.

Dimensions

Standard: 100% of the viewport width × 380 pixels

The ad must dynamically adjust to 100% of the width. The height remains fixed at 380px.
It is important to ensure that the ad supports HTTPS and does not overflow the container.

File Format

File format

Physical (100% dynamic HTML file in width, with a fixed height of 380px)

☐Iframe redirect

☐JavaScript redirect

File Weight

File size: 150 KB initial + 300 KB subload

File size with video integration: 150 KB initial + 5 MB subload following user interaction; see also the general specifications for video/audio content in advertising materials

Delivery

- Ad identification: "Ad" must be integrated in the advertising material - clearly visible.
- 100% dynamic width, fixed height of 380px
- Pure image files are not permitted, as they would become severely distorted due to dynamic resizing.
- Please note that the delivery deadline is 5 business days before the campaign launch.
- It is important to ensure that the ad does not extend beyond the boundaries of our container.

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](#)