

[Live Demo 1](#)

(um eine Live-Demo für einen der anderen Publisher zu erhalten, hängen Sie den Parameter `?sdmad=demo=mtdstest` an die URL an),

[Live Demo 2](#)

(um eine Live-Demo für einen der anderen Publisher zu erhalten bei dem der Billboard Bereich geblockt wird, hängen Sie den Parameter `?sdmad=demo=mtdsblocktest` an die URL an)

Spezifikationen Desktop

Dynamic Sitebar Ad

Live Demo 1: [Live Demo 1](#)

(to get a live demo for one of the other publishers append the parameter `?sdmad=demo=mtdstest` to the URL)

Live Demo 2

(to get a live demo for one of the other publishers where the billboard area is blocked, append the parameter `?sdmad=demo=mtdsblocktest` to the URL)



Description

The Dynamic Sitebar Ad is a large, eye-catching advertising format that adapts dynamically to the screen size. It is placed to the right 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

Size: 100% dynamical scaling, minimum size 120x600 pixel

Dimensions

Functionality

- The "stickyness" of the sitebar is ensured by Ströer, the tag itself must not contain this functionality
- The playout is done via a safeiframe, 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 safeiframe and thus the ad is not played.

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

- Physical (100% dynamic HTML file)
- Iframe Redirect
- Javascript Redirect

File Weight

- File weight: 150 KB initial + 300 KB subload
- File weight with video integration: 150 KB initial + 5 MB subload after user interaction
- Please also see the general information for creatives with video/audio content.

Delivery

- 100% dynamic
- Pure image files are not possible, because they would be strongly distorted by the dynamic adjustment.
- Please note a delivery deadline of 5 working days before the start of the campaign.
- It is important to ensure that the advertising material does not want to break out 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](#)