

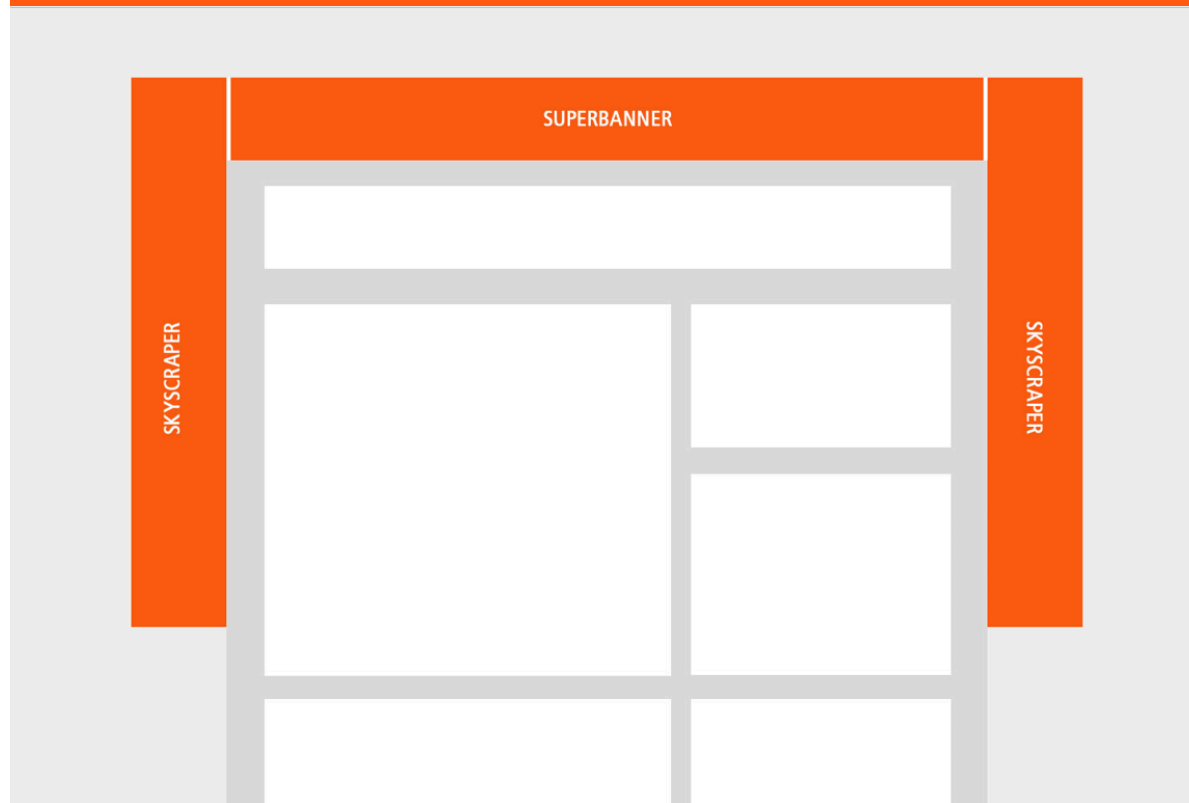
[Demo](#)

Spezifikationen Desktop

STROER

Fireplace Ad

[Demo](#)



Description

Fireplace Ad is a very prominent advertising format that guarantees you and your message full attention. The Fireplace Ad consists of a combination of the advertising media: Skyscraper on the left, Superbanner and Skyscraper on the right. Visibility: The skyscrapers dock onto the leaderboard from the side as standard. They are delivered with sticky skyscrapers as standard.

Dimensions

- The Fireplace Ad must be supplied in three composable parts (each as a separate creative).
- It is not possible to use a single background graphic.
- **Superbanner:** 970 x 90 pixels (standard), may vary depending on the publisher (see below)
- **Skyscraper left** (docked to the left of the superbanner): 120 x 600 pixels
- **Skyscraper right** (docked to the right of the superbanner): 120 x 600 pixels
- The following must be observed for **network and theme channel rotations: Superbanner:** 100% x 90 pixels
- The width of the **super banner must be 100% dynamic**, as there are differences in the individual publisher page layouts.
- It is important to ensure that the skyscrapers have a fixed size and correlate with the content of the dynamic superbanner. As the skyscrapers are sticky, they should also be able to stand alone in terms of content.

File Weight

- **physically all 3 banners:** 200 KB (incl. tracking)
- or
- **per redirect per banner:** 150 KB initial load (incl. tracking) + 300 KB subload (incl. tracking)

Delivery

Delivery

- Physical ad or HTML5 redirects can be used.
- It is not possible to use a single background graphic.
- If the format is to be shown on a dynamic website, a dynamic ad is required.
- The following must be observed for **network and topic channel rotations:**
- **Superbanner:** HTML5 (physical or redirect), must be 100% dynamically scalable in width
- Background colouring: For the optional colouring of the background, we also need the hexadecimal colour code (example: #ff3B1A). The colour must not be white (#ffffff).

Publisher-specific Specialities

- Some publishers, in addition to the standard size, are also able to implement their own maximum sizes – a list of the respective publishers and their dimensions can be found here:
- Note for t-online Homepage:
- Superbanner:** 997 x 90 pixel
- Skyscraper (each left and right):** 120 x 600 pixel
- Ad delivery on tablet is only possible as a Wallpaper. The left part of the motive will not be displayed. The page of the tablet view will not be shifted to the right, but remains left-aligned. On some tablets the layout of the mobile site will be shown.

Publisher	Skyscraper left	Superbanner	Skyscraper right
aerokurier.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
apotheken-umschau.de	max. 200 x 600 Pixel	max. 1000 x 250 Pixel	max. 200 x 600 Pixel
autozeitung.de	max. 200 x 600 Pixel	990 x max 90 Pixel	max. 200 x 600 Pixel
auto-motor-und-sport.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
bravo.de	max. 200 x 600 Pixel	1170 x max 90 Pixel	max. 200 x 600 Pixel
buffed.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
caravaning.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
cavallo.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
cosmopolitan.de	max. 200 x 600 Pixel	1170 x max 90 Pixel	max. 200 x 600 Pixel
desired.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel
familie.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel
freenet.de	max. 160 x 600 Pixel	1280 x max 90 Pixel	max. 160 x 600 Pixel

Publisher	Skyscraper left	Superbanner	Skyscraper right
flugrevue.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
4players.de	max 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
giga.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel
gamesaktuell.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
gamezone.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
kino.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel
lecker.de	max. 200 x 600 Pixel	1170 x max. 90 Pixel	max. 200 x 600 Pixel
medpertise.de	max. 160 x 600 Pixel	max. 960 x 90 Pixel	max. 160 x 600 Pixel
mehr-tanken.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
menshealth.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
motorradonline.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
outdoor-magazin.com	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
pcgames.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
pcgameshardware.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
https://www.praxis-vita.info/	max. 200 x 600 Pixel	990 x max 90 Pixel	max. 200 x 600 Pixel
promobil.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
selbst.de	max. 200 x 600 Pixel	990 x max 90 Pixel	max. 200 x 600 Pixel
spielaffe.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel
spieletipps.de	max. 200 x 600 Pixel	1000 x max 250 Pixel	max. 200 x 600 Pixel

Publisher	Skyscraper left	Superbanner	Skyscraper right
sport1.de	max. 200 x 600 Pixel	1137 x max 250 Pixel	max. 200 x 600 Pixel
t-online.de	max. 200 x 600 Pixel	997 x max 90 Pixel	max. 200 x 600 Pixel
transfermarkt.de	max. 200 x 600 Pixel	1034 x max 250 Pixel	max. 200 x 600 Pixel
tvmovie.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
videogamezone.de	max. 320 x 750 Pixel	1000 x max 250 Pixel	max. 580 x 750 Pixel
wahretabelle.de	max. 160 x 600 Pixel	1020 x max 90 Pixel	max. 160 x 600 Pixel
watson.de	max. 200 x 600 Pixel	1026 x max 90 Pixel	max. 200 x 600 Pixel
womenshealth.de	max. 200 x 600 Pixel	1140 x max 90 Pixel	max. 200 x 600 Pixel
wunderweib.de	max. 200 x 600 Pixel	1190 x max 90 Pixel	max. 200 x 600 Pixel

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](#)