

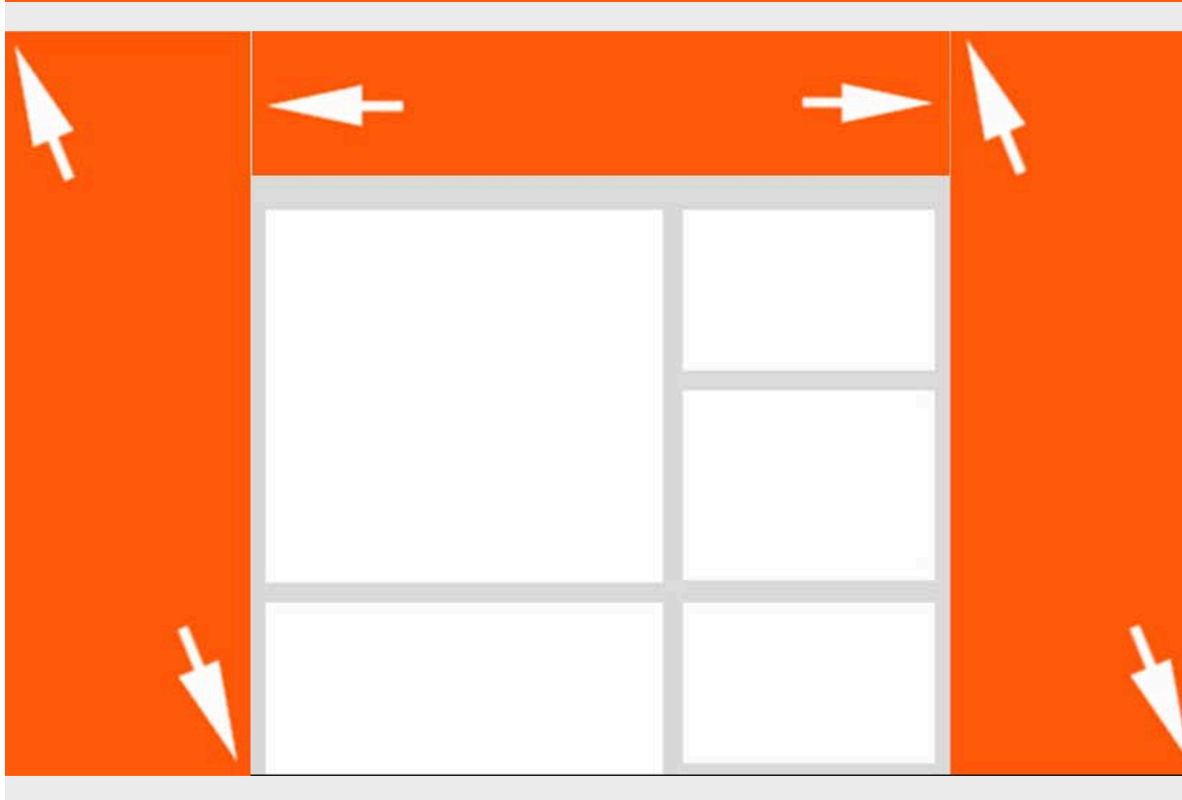
[Demo](#)

Spezifikationen Desktop

STROER

Fireplace Advanced

[Demo](#)



Description

Fireplace Advanced is a large-scale, attention-grabbing ad format that dynamically adapts to the screen size. It is placed to the right and left of the content and has a dynamic super banner that adapts in width to the content of the website. Due to the "sticky effect" when scrolling down/up, the skyscraper / sitebars of the ad format are always anchored in the user's field of view, thus achieving optimal visibility of the ad format.

Dimensions

Information about video elements

- see overall specifications

Size:

- Billboard: minimum 90 pixels high (dynamically scaling in width) up to a maximum height of 250 pixels (height of a billboard). The height must be fixed.

Size:

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

Special Viewport

- The ad will only be delivered on desktop, tablet/iPad inventory will not be considered.
- The ad will be booked and delivered from a viewport width of 1440 pixels or 1650 pixels.
- Due to different zoom levels of browser or monitor it can happen that a very fine line between the ad media parts arises.

File Format

File format

Delivery as physical HTML5:

- 3 HTML5 files that are responsive. (Width and height must adapt to the available space).

Delivery via redirect:

- 3 javascript or iframe redirects that are responsive. (Width and height must adapt to the available space).

Delivery as images:

- Pure image files are not possible, as these would be heavily distorted by the dynamic adjustment.

File Weight

- HTML5: the file weight is per banner
- HTML5: 300 KB initial + 500 KB reload per element.

Required Assets

- If you need support with the creation, please contact us. We will take care of the creation and production of the advertising material. Please provide us with the exact assets formulated here in good time. Otherwise we cannot guarantee a start at the agreed campaign start date. In this case, we need the following assets **20 working days** before the start of the campaign:
- Logo, in the best possible quality
- Product shots / visuals (cropped if possible)
- Typo files incl. license
- Existing campaign motifs
- Texts, CTA buttons, distractors, etc.
- KPIs (e.g. branding, sales, etc.)
- Product/campaign claim (as short and concise as possible)
- Target URL
- Examples of produced ads, style guides, etc.
- The storyboard, if applicable

Publisher-specific Specialities

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

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](#)