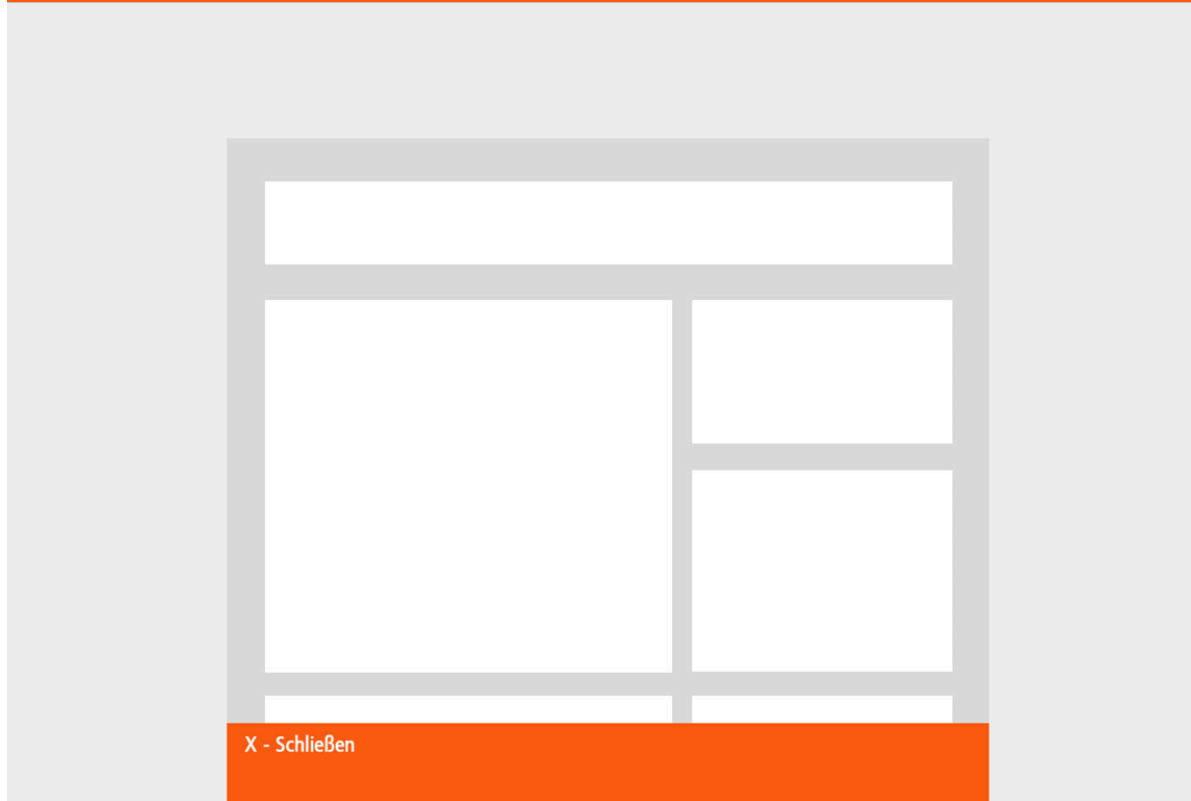




Description

The floor ad is prominently placed as a "footer" at the bottom of the browser window and thus ensures a high level of attention. According to the Coalition for Better Ads, the format may take up to a maximum of 30% of the viewport. This requirement can be implemented with a static (max. 1,200 x 90 pixels) or dynamic ad.

Dimensions

- (optional, depending on the format you want): 728 x 90 pixels (max. 1200 x 90 pixels)

- (optional, depending on the format you want): Window width 100% x 30% of the window height

File Format

File format

- .gif / .jpg / .png

null

null

- Javascript Redirect

File Weight

HTML5: 200 KB initial + 300 KB reloading

Delivery

Delivery

- When delivering a Javascript redirect, the complete functionality of the advertising medium must be ensured by the redirect provider. Only visible elements may be clickable, transparent areas may not be covered with a click area.

Note:

- all trackings or redirects must be 100% SSL-compliant. All advertising tags/trackings used by us must include the GDPR macros in accordance with TCF v2.0, and all vendors used must be registered with the IAB's Transparency and Consent Framework (TCF) v2.0.
- All ad tags/trackings to be used by us must contain the GDPR macros according to TCF v2.0 and all vendors used must be registered in the TCF v2.0 (Transparency and Consent Framework) of the IABDelivery

- **Please note:** Mobile sticky formats must generally be delivered without any transparent elements. If a special implementation requires transparency, this must be discussed in advance.

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](#)