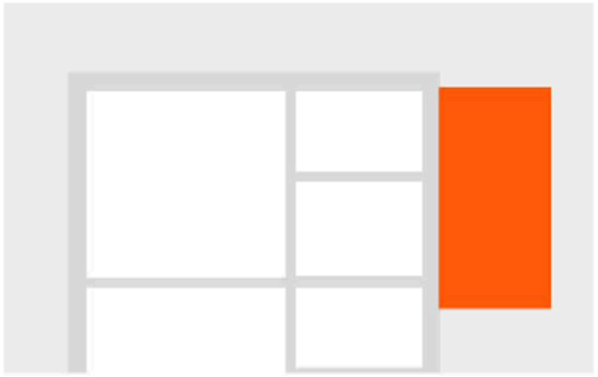
Spezifikationen Desktop

Halfpage Ad



Description

The half-page ad is an eye-catching format measuring 300 x 600 pixels. The format is fixed in the viewport on the right or left side of the content area, or alternatively integrated prominently into the page structure. There is plenty of scope for communication within the 300 x 600 pixels, including moving images. This special format is ideal for sustainable branding effects on the highest-reach placements.

File Format

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File format

- .gif, .jpeg, .png or HTML5

File Weight

- **.gif / .jpg / .png:** 150 KB
- **HTML5:** 150 KB initial (inkl. tracking) + 300 KB Subload (inkl. tracking)

Delivery

Physical delivery

- image file format .gif, .jpeg, .png or HTML5 or

Delivery by redirect

- iframe-redirect or javascript-redirect

Delivery deadlines

- 3 days before the start date, or 5 days before the start date for daily placements. The delivery email address can be found in the offer.

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

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