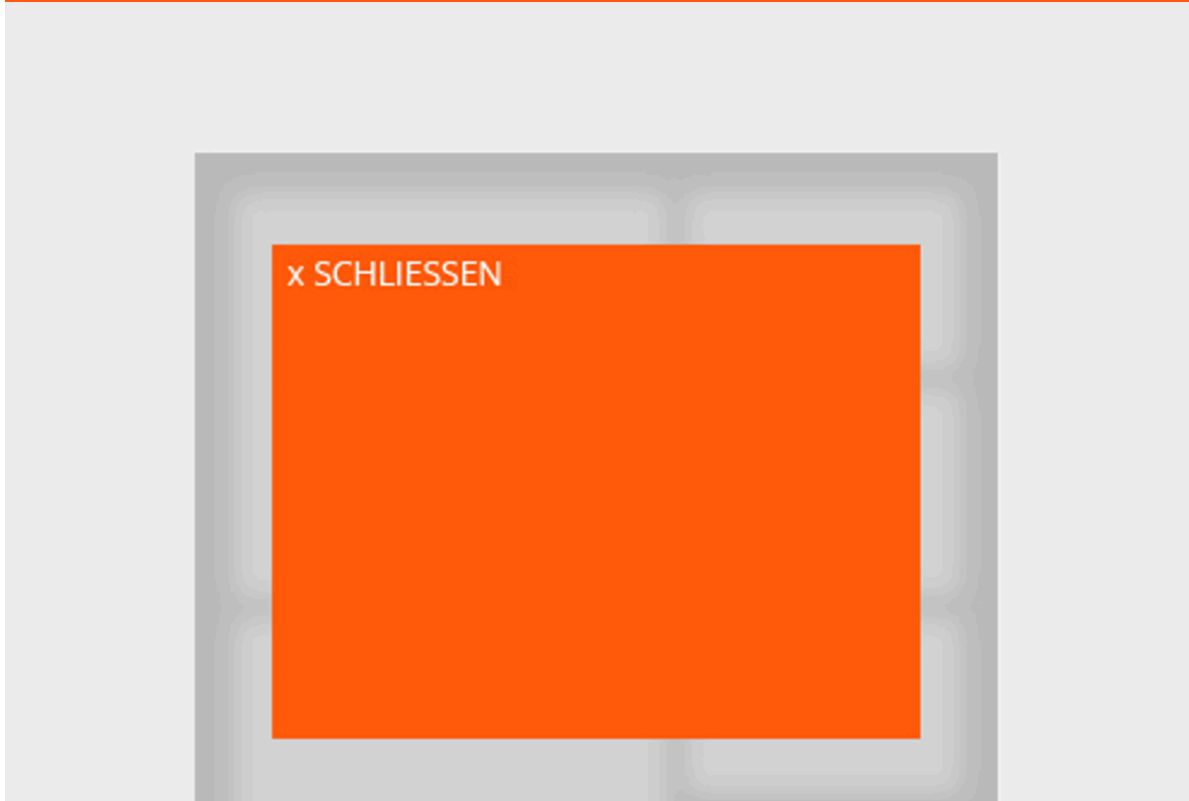




Description

The Interstitial Ad is an innovative full-page ad form which is displayed within a Lightbox and displayed above the editorial content. It is displayed against a semi-transparent darkened background and is therefore a very eye-catching form of advertising that offers plenty of space for creative advertising messages.

The ad is centred and must include a Close button. The interstitial ad must be programmed to close automatically after a maximum of 15 seconds. Content to be reloaded must be hosted externally (polite download).

Notes

The ad is shown with an frequency cap 1 per session.

Dimensions

800 x 600 pixels | For dynamic adjustments up to 100% width and height

File Format

File format

HTML5 Iframe Redirect

File Weight

File weight: 150 KB initial + 300 KB subload

Delivery

Delivery

- The ad can be provided to us as HTML5 Iframe Redirect.
- Sound: If the ad is to play sound, it must have a very clearly visible button "Sound on/off", "Sound on/off" or a unique speaker symbol. It may only start with "Sound off". Only a clear user action (click!) may activate the sound.

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](#)