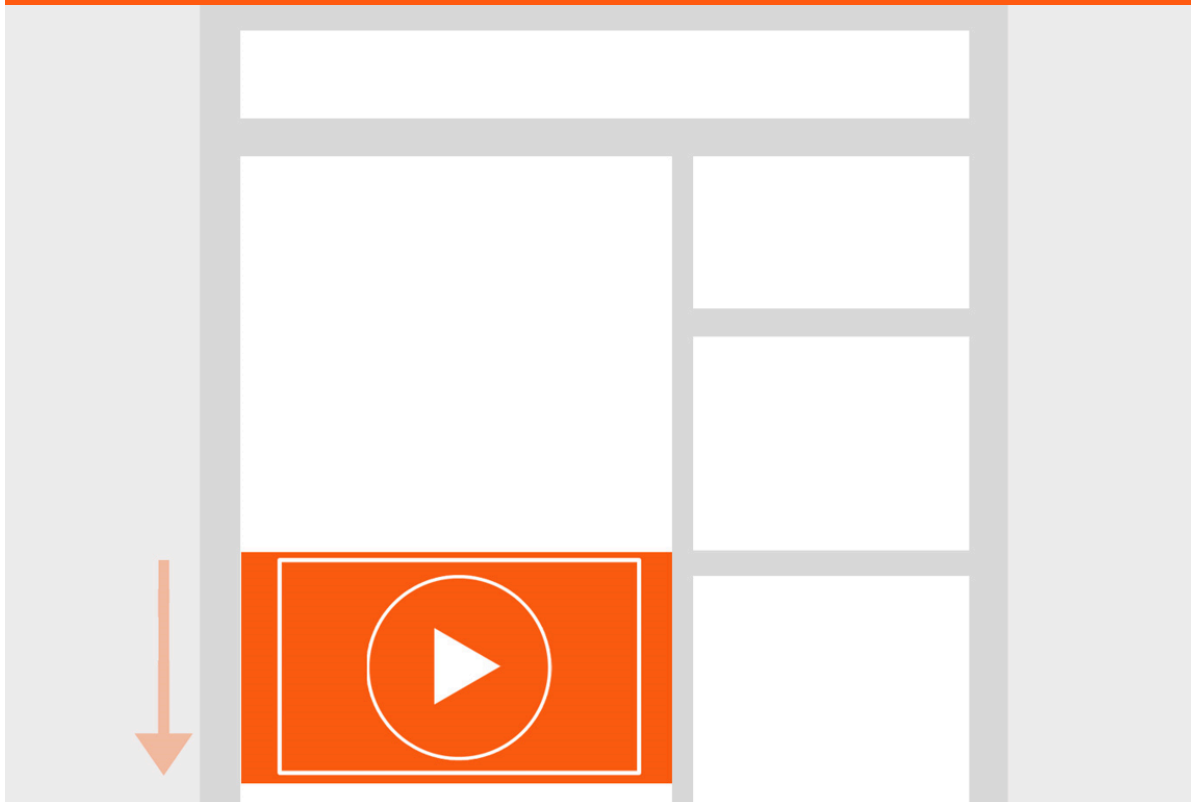




Description

The InText Spot stands for an impressive appearance due to its size and optimal placement in the user's direct field of vision. The format appears only when the user scrolls down within the text. In addition, the commercial only runs with a visibility of at least 50 %. InPage formats are ideal for extending pre-roll campaigns.

Format:

dynamic to content width

Sound:

The ad starts without sound, can be switched on upon user interaction..

Reporting:

The AdServer Reporting from the InText commercial has the same KPIs (Video Impressions, Clicks, Viewrate) as the PreRoll Ad

Delivery VAST Redirect

- **Protocol:** allowed are VAST 4.0, VAST 4.0 Wrapper, VAST 3.0, VAST 3.0 Wrapper, VAST 2.0
- **Video container:** MP4 (.mp4)
- **Codec:** h.264

Dimension:

- For delivery Multiscreen 2 MediaFiles with preferably 480x270 (Mobile APP, MEW) and 640x360 (Tablet, Desktop).
- For the Mobile Vertical InText Spot, the dimensions on MEW are the reverse values (preferably 270x480).
- For delivery on individual devices (e.g. with booked device targeting), the respective dimensions for the corresponding device are sufficient (see above)

Bitrates:

- For delivery multiscreen 2 MediaFiles with preferably min. 400 kbps to max. 1,200 kbps (MEW / mobile app) and min. 600 kbps to max. 2,000 kbps (desktop)
- For delivery on individual devices (e.g. with booked device targeting), the respective bit rate for the corresponding device is sufficient (see above)

Spot length:

- Spot lengths up to max. 240 seconds are possible (longer spots on request).
- Skippable videos must be delivered as VPAID with skip button included.

- **Frame rate:** 25 frames / second
- **Audio format:** MPEG-1 Audio Layer 3 or MPEG-2 Audio Layer 3
- **Audio bit rates:** preferably 128 kbps
- **Audio sample rate:** preferably 48 kHz, 16 bit, stereo

Tracking Pixel:

- All tracking pixels and contained elements must be delivered securely (https)
- Tracking pixels that use user-related data (e.g. IP address) must be GDPR or TCF2.2 compliant

API frameworks:

- VPAID 2.0 (Javascript) is possible for delivery on the web - here the media files contained must fulfil the following requirements. The use of VPAID media files is generally not possible for delivery to mobile apps.
- OMID 1.0: Is supported for web environments and may be included in the VAST response.
- SIMID 1.1: Currently not yet supported

Delivery of the video file in raw format

We are happy to encode your video into all relevant advertising formats. All we need is your source file.

The source file must have the following properties:

- **Container:** MP4 (.mp4)
- **Bitrates:** At least 2,500kbps. Conversion into different bitrate variants for the various device types (desktop, MEW) is carried out by STRÖER
- **Frame rate:** 25 frames / second
- **Spot length:** up to max. 240 seconds are possible (longer spots on request)
- **Audio format:** MPEG-1 Audio Layer 3 or MPEG-2 Audio Layer 3
- **Audio bit rates:** preferably 128 kbps
- **Audio sample rate:** preferably 48 kHz, 16 bit, stereo
- **Tracking Pixel:** Additional tracking pixels to be included must be delivered secured (https)

- **Content:** The basic material should start directly in the first frame. black images at the beginning or end of the advert are not permitted.<

Delivery

Delivery deadlines

- A delivery deadline of at least **5 working days** before the delivery date of the advertising material applies here.
- The following information should be included in the mail for the advertising material delivery:
- Customer name, campaign name, campaign period, advertising medium, allocation of advertising material for individual placements and contact person in case of queries.
- Please also note the general information on the delivery of advertising material in the [Ströer global specifications](#).

Delivery deadlines

- Please note that if ad content arrives late or does not fulfil the technical specifications, **Ströer Media Solutions** reserves the right to postpone the campaign by the number of days that the ad content arrived late in order to achieve the contractually agreed objectives.

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](#)