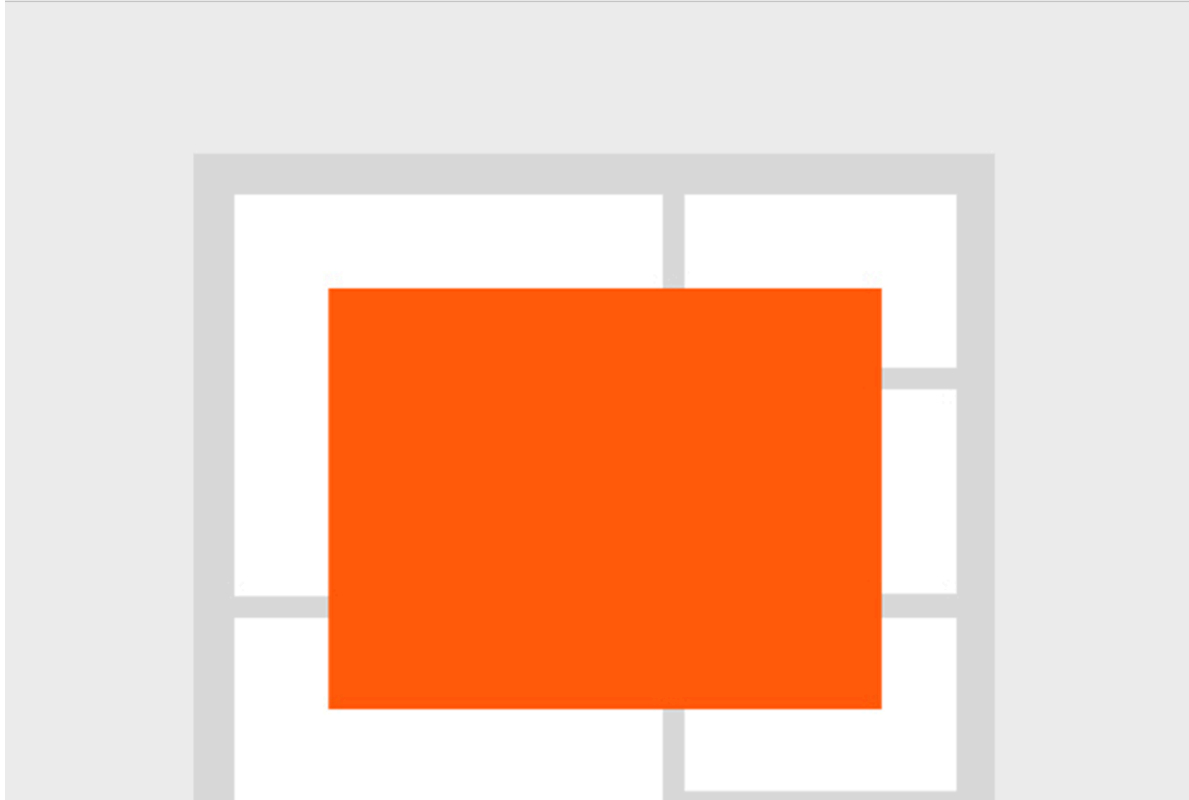




Description

The Maxi Ad offers a lot of space for creative advertising messages. The large advertising area of 800 x 600 pixels offers space for many creative ideas and plenty of room for an exciting brand presentation. Due to the enormous size and the very prominent placement, the advertiser has a lot of space available for the design and information. The area can present the message of the ad in an even more emotional fashion, for example with a short commercial or an animation. The best way to get into the users' field of vision.

Dimensions

800 x 600 pixels

File Weight

- **.gif / .jpg / .png:** 200 KB
- **HTML5:** 100 KB initial (incl. Tracking) + 200 KB Subload (incl. Tracking)

Delivery

Physical delivery

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

Delivery by redirect

- We can't use html5 files but we can replicate the design if the ras assets that are need to be within creative are provided to us.

Delivery deadlines

- Depending on the shop implementation. A kick-off call will be held before booking. Once implementation is complete: 10 days before the start date. The delivery e-mail address can be found in the offer.

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.

Publisher-specific Specialities

- For the publishers t-online.de and freenet.de, the advertising format on the e-mail logout page is in the immediately visible area.
- at t-online.de the following two formats are permitted 800 x 600 pixels or 640 x 480 pixels
- format on **Ströer Regio News** is not possible

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](#)