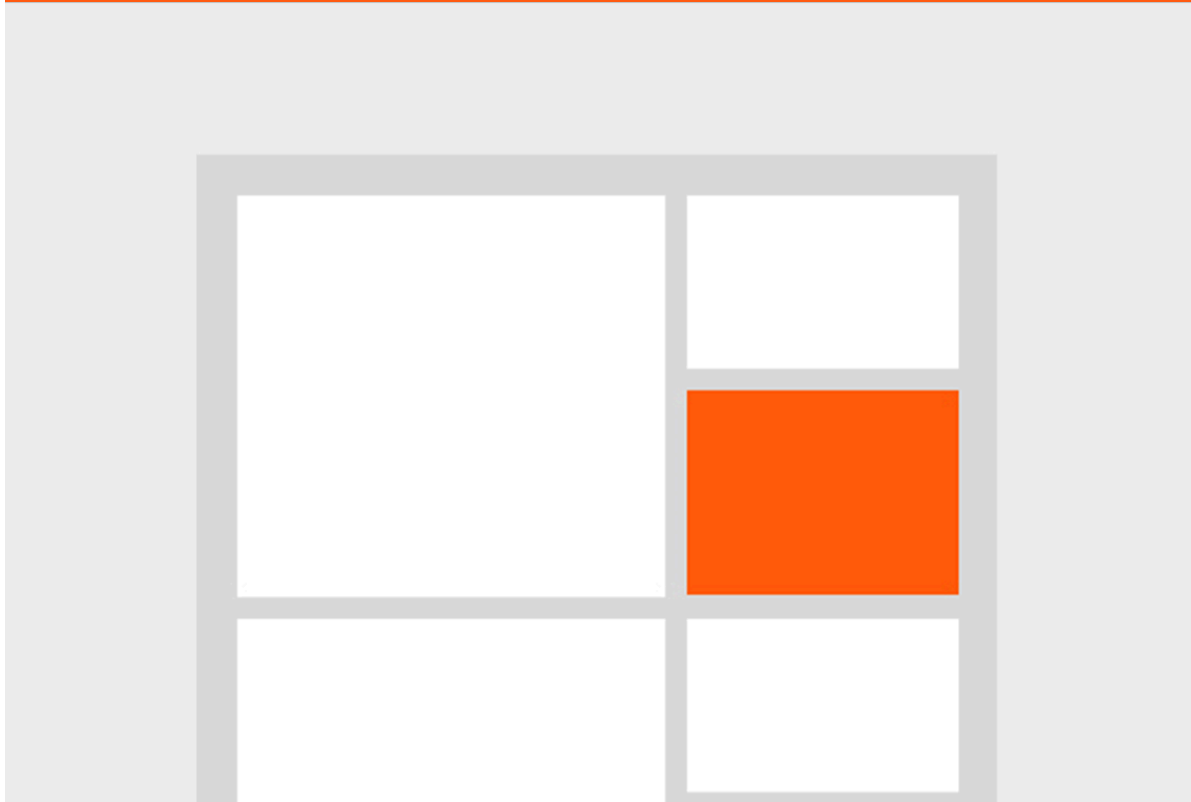




Description

Placed conspicuously on the website in the content area, the medium Rectangle immediately attracts attention. The interpretation in the editorial area additionally strengthens the trust in the advertising message.

Dimensions

300 x 250 pixels

File Format

File format

- .gif / .jpg / .png
- HTML5

File Weight

- Image File: 100 KB
- HTML5: 125 KB initial (incl. Tracking) + 250 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.

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](#)