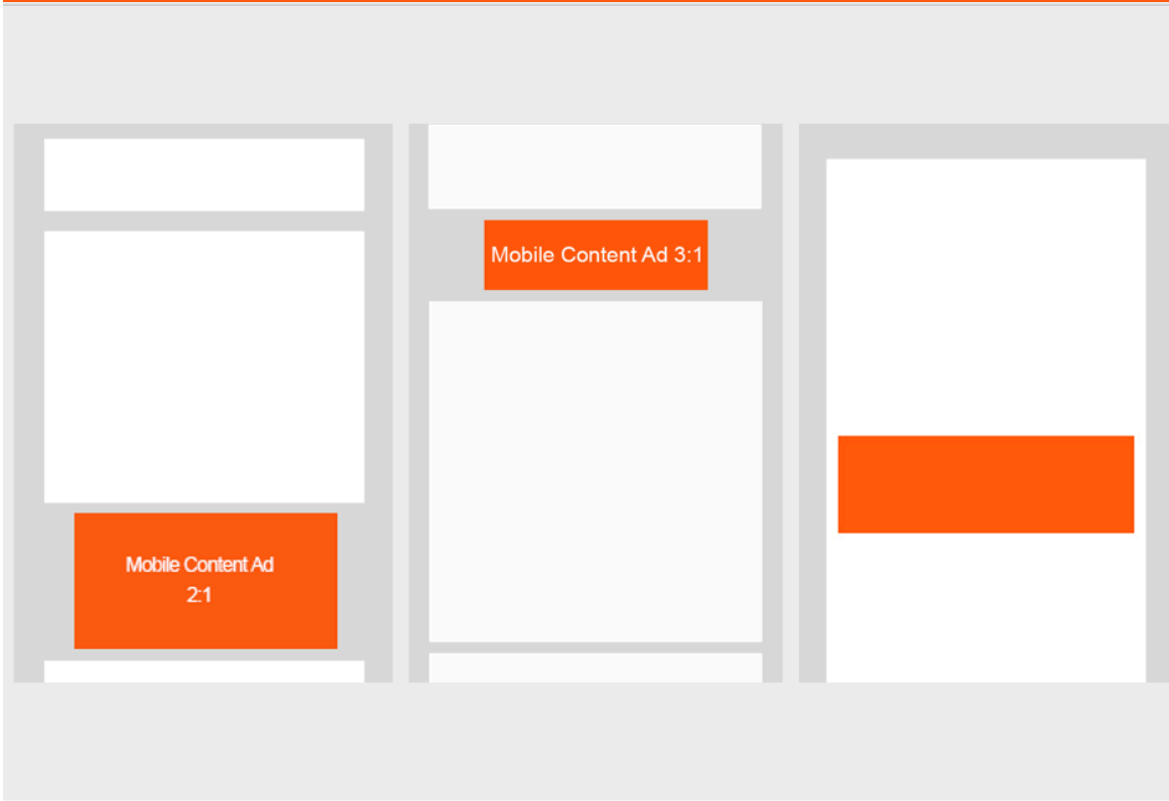




Description

The Mobile Ad 2:1, 3:1 and 4:1 is an advertising form that is directly integrated into the editorial content of the website. The proximity to the editorial content additionally strengthens confidence in the advertising message.

Dimensions

Mobile Content Ad 2:1

- for physical delivery of the ad: 320 x 150 pixel

- for delivery of an iFrame Redirect: only 320 x 150 pixel!

Mobile Content Ad 3:1

- for physical delivery of the ad: 320 x 100 ixel
- for delivery of an iFrame Redirect: only 320x100 pixel!

Mobile Content Ad 4:1

- for physical delivery of the ad: 320 x 75 ixel
- for delivery of an iFrame Redirect: only 320x75 pixel!

File Weight

- **.gif / .jpg / .png:** 50 KB
- HTML5 as IFRAME Redirect: 125 KB initial (incl. tracking) + 250 KB subload (incl. tracking)
- (see also information on format guidelines of general Dateigewichten) [Global technical Spezifikationen](#)

Labeling as Advertising

- Marking as "advertisement"
- -w- for advertising marking in one of the corners.
- high-contrast font color
- font size at least 9 pt. (for high-resolution advertising media min. 18pt).
- sans serif font, e.g. Arial

Delivery

- **Physical delivery:** Image file format .gif, .jpeg, .png or HTML5 or
- **Delivery per redirect:** Iframe-Redirect or Javascript-Redirect

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](#)