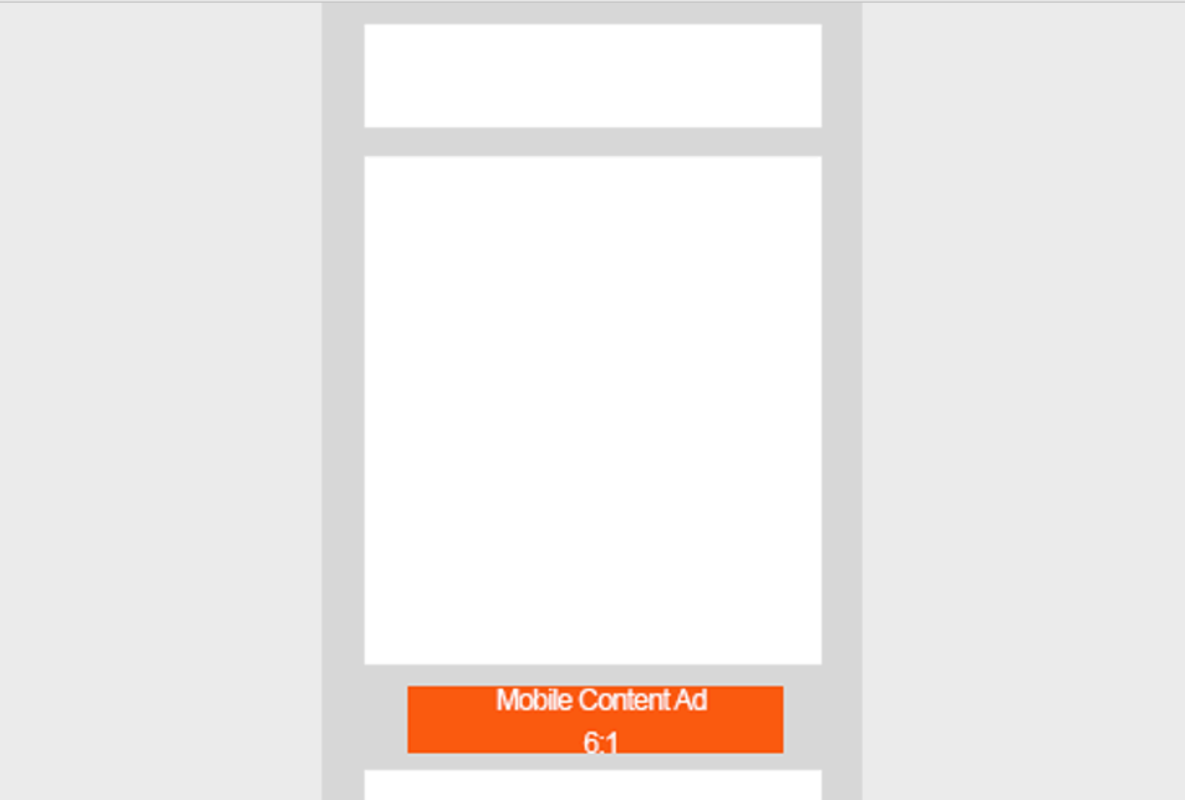
Spezifikationen Mobile

Mobile Content Ad 6:2



Description

The Mobile Ad 6:1 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

- for physical delivery of the ad: 320 x 50 pixel
- for delivery of an iFrame Redirect: only 320 x 50 pixel

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File Weight

- **.gif / .jpg / .png:** 50 KB
- HTML5 as IFRAME Redirect: 50 KB initial (inl. tracking) + 100 KB subload (incl. tracking)
- (see also information on format guidelines of general Dateigewichten)Global technical Spezifications

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

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