

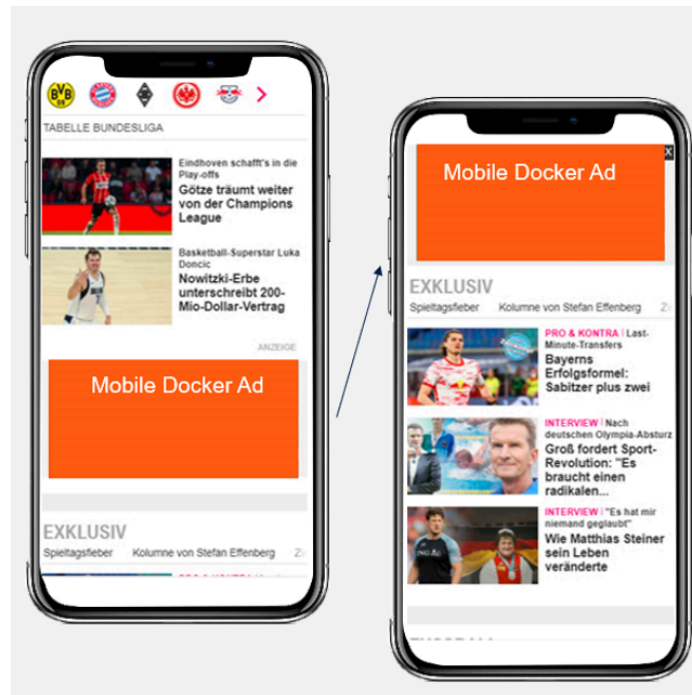
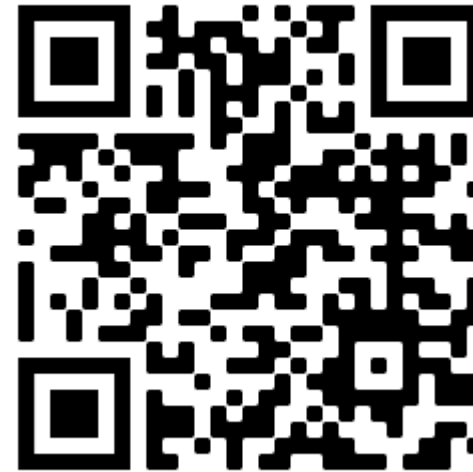
[Demo](#)

Spezifikationen Mobile

STROER

[Demo](#)

Mobile Docker Ad



Description

Functionality

The Docker Ad starts as a 2:1 format on the second adslot in the content.

Here it gets sticky for 3 seconds once it reaches the top of the screen.

Together with the stickiness, the user has a close button available so that he can actively end the Docker function.

After the 3 seconds of stickiness or after pressing the close button, the ad finds itself in its original place (B2).

Benefit

As a 2:1 format, the Docker Ad offers with 320x150 pixels a lot of space for communication.

The combination of the second content adslot in connection with the 3 second stickiness enables a high probability of visibility.

Due to the limited stickiness and full user control including the close button, the form of advertising is designed to be user-friendly.

Dimensions

320 x 150

File Weight

- **Initial** (incl. Tracking) max. 125 KB
- **Subload** (incl. Tracking) max. 250 KB

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](#)