



## Description

The Mobile Double Impact Ad is a particularly eye-catching combination of formats. The main format is a Mobile Halfpage Ad. As soon as the Halfpage Ad is reached by scrolling, a large sticky footer is displayed. The footer attracts additional attention. Available on the following sites: desired.de, familie.de, giga.de, kino.de, t-online.de, watson.de

## Dimensions

- Mobile Halfpage Ad: for physical delivery or delivery via redirect: 300 × 600 pixels.

- Mobile Sticky Footer: for physical delivery of the ad creative: 780 × 300 pixel (high-resolution) & 390 × 150 pixel.

## File Format

### File format

#### **Mobile Halfpage Ad**

- Physical delivery: Image file format .gif, .jpeg, .png or HTML5
- Delivery via redirect: Iframe redirect

#### **Mobile Sticky Footer**

- Physical delivery: Image file formats: .gif, .jpeg, .png, or HTML5
- Delivery via redirect: Iframe-Redirect

## File Weight

- Mobile Halfpage Ad: 100 KB initial (incl. tracking) + 200 KB subload (incl. tracking)
- Mobile Sticky Footer: 100 KB initial (incl. tracking) + 200 KB subload (incl. tracking)
- See also information on format guidelines for general file weights in the global technical specifications.

## Labeling as Advertising

- The labeling is performed by the Publisher System.

## Delivery

#### **Note:**

- all trackings or redirects must be 100% SSL-compliant.

- 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.

## 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](#)