

[Demo](#)

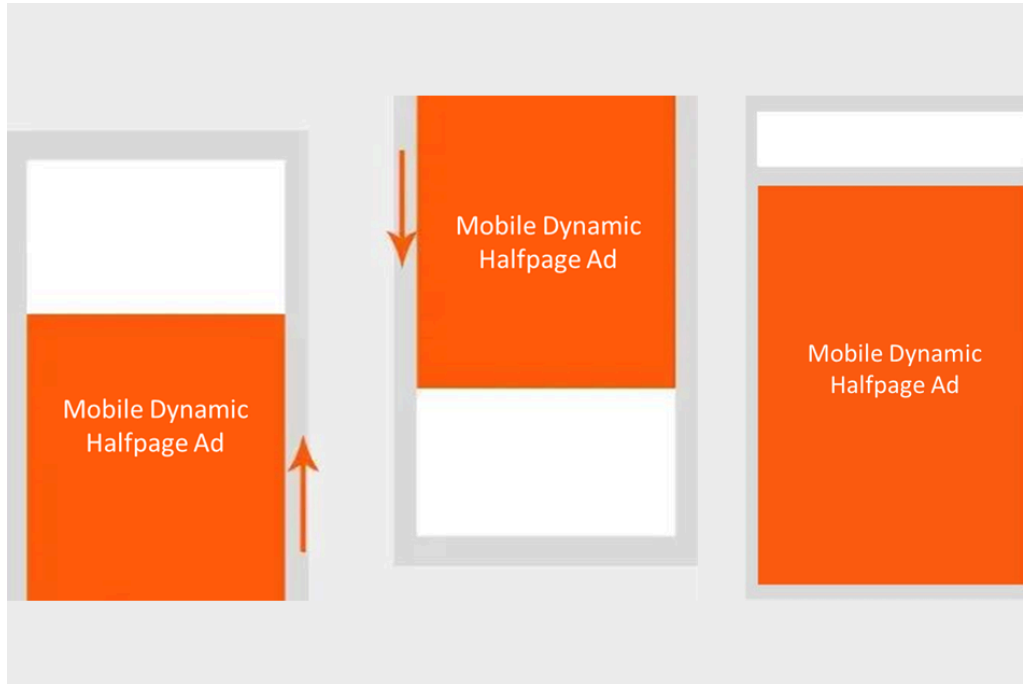
(um eine Live-Demo für einen anderen Publisher zu erhalten, hängen Sie den Parameter `?sdmad=demo=mtmusd` an die URL an).

Spezifikationen Mobile

Mobile Dynamic Halfpage Ad

[Demo](#)

(to get a live demo for another publisher, append the parameter `?sdmad=demo=mtmusd` to the URL).



Description

The Mobile Dynamic Halfpage Ad corresponds to the online desktop format "(Dynamic) Sitebar", which is displayed on mobile websites via an internal template.

The Mobile Dynamic Halfpage Ad is a large-scale advertising format that dynamically adapts to the respective smartphone screen width.

The advertising material is placed in the content in an eye-catching way and benefits from its visibility in the reading flow.

Dimensions

100% dynamic, the size of the advertising material must adapt in height and width, minimum size 120 x 600 pixels

File Format

File format

Physical (100% dynamic HTML file)

Iframe Redirect

Javascript Redirect

File Weight

- 150 KB initial + 300 KB reload
- File weight with video integration: 150 KB initial + 5 MB reload after user interaction

Delivery

- It is important to ensure that the advertising material does not break out of our container.
- **100% dynamic**

Viewability Measurement

- Please note the following when delivering physical HTML5:
- No 3rd party tracking and click commands may be integrated into the HTML file; these must be delivered separately and contain the necessary GDPR macros for the vendors used (more information in the [Ströer Tracking Guidelines](#))
- If a visibility measurement is desired, the visibility tracking must be delivered separately and should not be integrated into the 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](#)