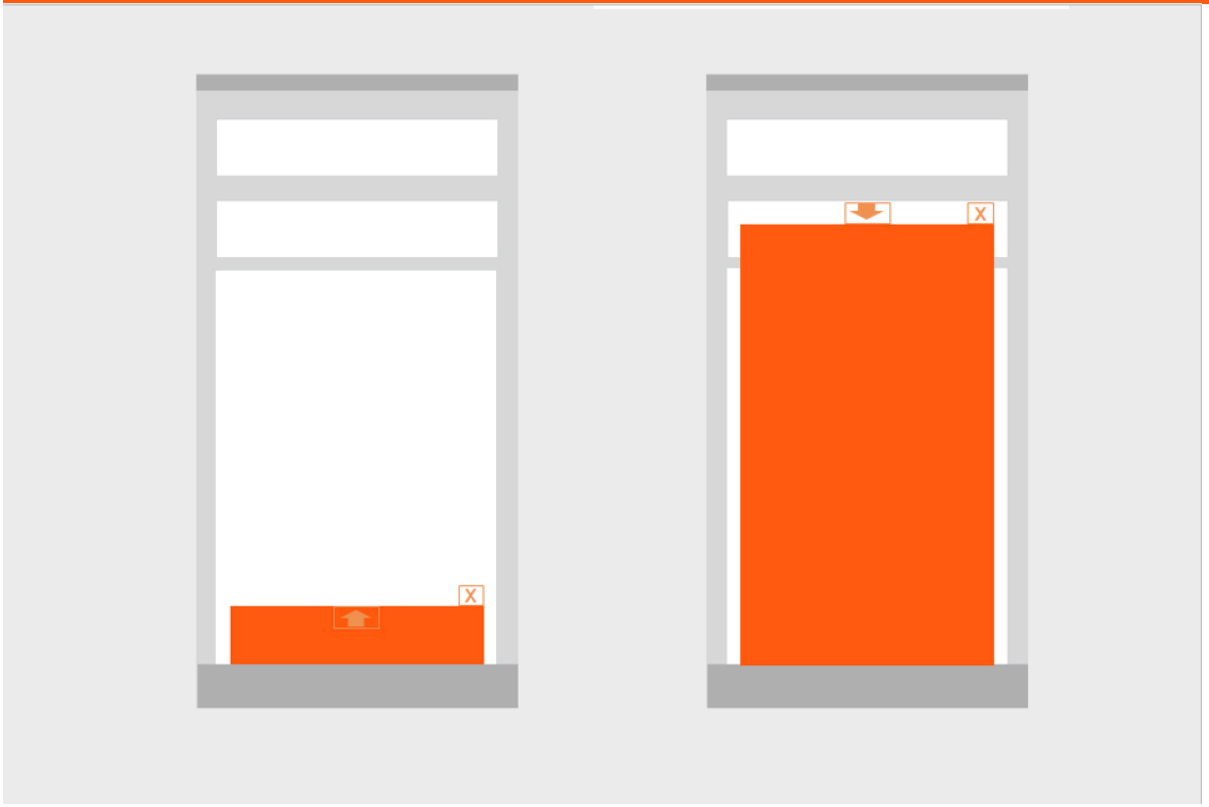
Demo

Spezifikationen Mobile

Mobile Expandable Sticky Footer Ad

Demo



Description

Functionality:
A 320x50 sticky footer sits permanently over the content.

An unobtrusive animation with an arrow draws attention three times to the fact that users can interact.

Click to open a full-screen 300x600 (mobile half-page ad) format with various interaction options.

© Ströer Media Solutions GmbH 2026

An arrow can be used to reduce the size of the ad, or an X-button can be used to close it completely.

Decisive advantages:

-Full user control

-Plenty of room for creative design

-Generates attention, but is not intrusive at the same time

-High visibility already in the base motif due to sticky overlay

-Click-out outside the interaction areas possible at any time

Notes

Special features tracking:
- Ströer Digital measures the opening rate of the advertising medium as standard and will be happy to include this in the campaign reporting on request.
- A viewability measurement contradicts the product logic, since the measurement refers to the entire 300x600 format, which is only visible after user interaction. Already in 320x50 basic motif a high viewability of the upper 50px of the motif is guaranteed by the sticky functionality (see also "Note on advertising design").

Dimensions

- **Size:** 300 x 600 pixel
- **for physical delivery of the advertising material:** 300 x 600 pixel
- **on delivery of an iFrame redirect:** only 300 x 600 pixel

File Weight

- **.gif / .jpg / .png:** 50 KB

© Ströer Media Solutions GmbH 2026

- **HTML5 as IFRAME Redirect:** 100 KB initial (incl. Tracking) + 200 KB Subload (incl. Tracking)
- (see also information on format guidelines of general Dateigewichten)Global technical Spezifications

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

© Ströer Media Solutions GmbH 2026