

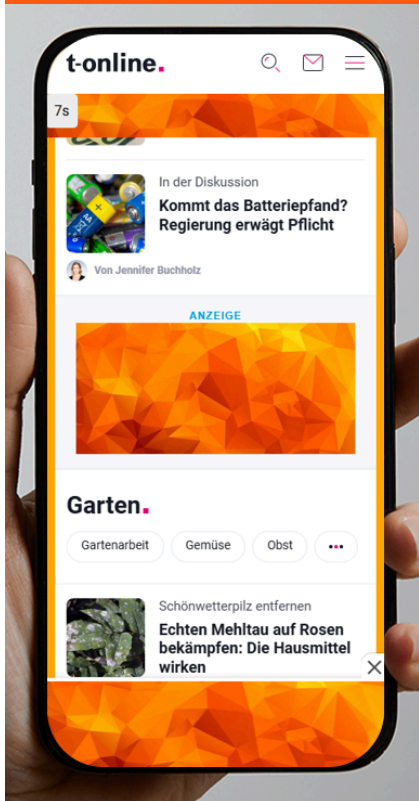
<https://www.t-online.de/heim-garten/?sdmad=demo=mtmfatest>

Spezifikationen Mobile

STROER

Mobile Frame

<https://www.t-online.de/heim-garten/?sdmad=demo=mtmfatest>



Description

The format "Mobile Frame" starts as a mobile sticky footer in a 3:1 format and stays permanently above the content. As the user scrolls, a frame automatically moves up along the sides and surrounds the content. At the top of the screen, a 6:1 mobile ad is displayed as an overlay.

The entire animation remains visible for 10 seconds and then automatically closes – the mobile sticky footer 3:1 remains in place as a reminder.

In addition to the frame, the first content position is also occupied with a matching 2:1 ad.

Dimensions

- Mobile Stickyfooter 3:1: 100vw (100% viewport Width) : 100px (Height)
- Mobile Presenter 6:1: 100vw (100% viewport Width) : 50px (Height)
- Mobile Ad 2:1: with physical or redirect delivery of the advertising material: 300 x 150 pixels

File Format

File format

Mobile Sticky Presenter & Mobile Sticky Footer

Physical delivery: gif HTML5

File Weight

- Mobile Stickyfooter Ad 3:1: 50 KB initial (incl. tracking) + 100 KB subload (incl. tracking)
- Mobile Presenter 6:1: 50 KB initial (incl. tracking) + 100 KB subload (incl. tracking)
- Mobile Ad 2:1: 50 KB initial (incl. Tracking) + 100 KB Subload (incl. Tracking)
- See also information on format guidelines for general file weights in the global technical specifications.

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

Note:

- all trackings or redirects must be 100% SSL-compliant. All advertising tags/trackings used by us must include the GDPR macros in accordance with TCF v2.0, and all vendors used must be registered with the IAB's Transparency and Consent Framework (TCF) v2.0.
- 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

Delivery

- **Please note: Mobile sticky formats must always be delivered without transparent elements. If a special implementation makes this necessary, an agreement must be reached beforehand.**

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](#)