

[Demo](#)

Spezifikationen Mobile

STROER

Mobile Halfpage Ad

[Demo](#)



Description

The Mobile Halfpage Ad puts your advertising message in the limelight. As a visual interruption in editorial article pages, the Mobile Halfpage Ad immediately draws attention to your product.

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

Special Format

CY_CONFIG PostMessage Integration

If the ad includes a video, the following function/code must be included in the creative. This ensures that the video does not start playing until 50% of the ad is within the viewport.

[Specifications for Ad Creatives with Video and Audio Content](#)

File Weight

- **.gif / .jpg / .png:** 80 KB
- **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 Spezifikationen](#)

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

- **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](#)