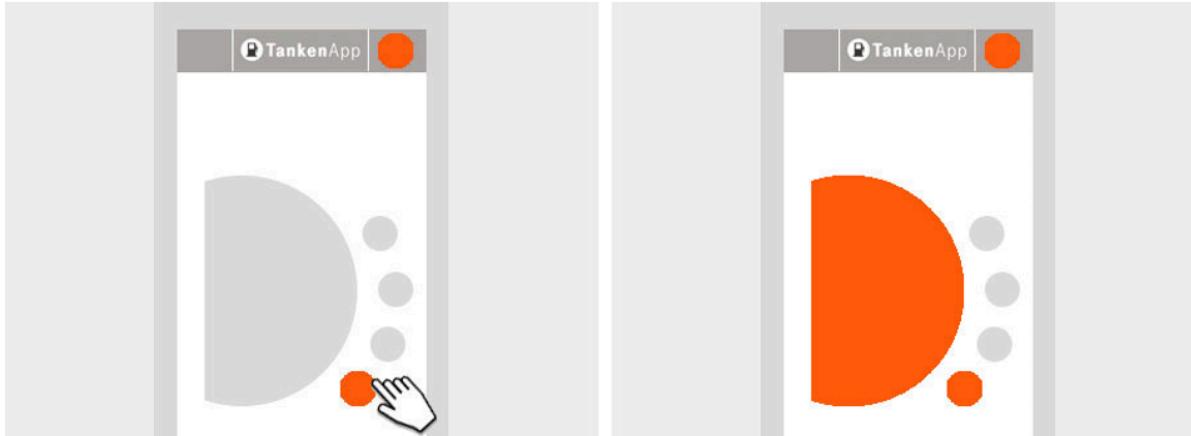




Description

The icon is permanently integrated in the Refuelling app. Clicking on the icon opens the mobile target page within the app.

Dimensions

To integrate the icon we will also need a URL.

File Format

File format

- .png
- **Icon inactive:** 100 x 100 pixel For greater user acceptance: Icon in the CI of the Refuelling app (black when inactive)
- **Icon active:** 100 x 100 pixel For greater user acceptance: Icon in the CI of the Refuelling app (white when active)
- **Large icon:** 694 x 694 pixel

File Weight

4 KB

Delivery

Delivery

- A total of **3 icons** are to be delivered (please see above for individual dimensions & size):
- Icon inactive
- Icon active
- Large icon

Lead time:

- Please deliver the advertising material at least 10 business days before the campaign start.

Landing page:

- To enable the icon integration, please provide a valid URL.

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](#)