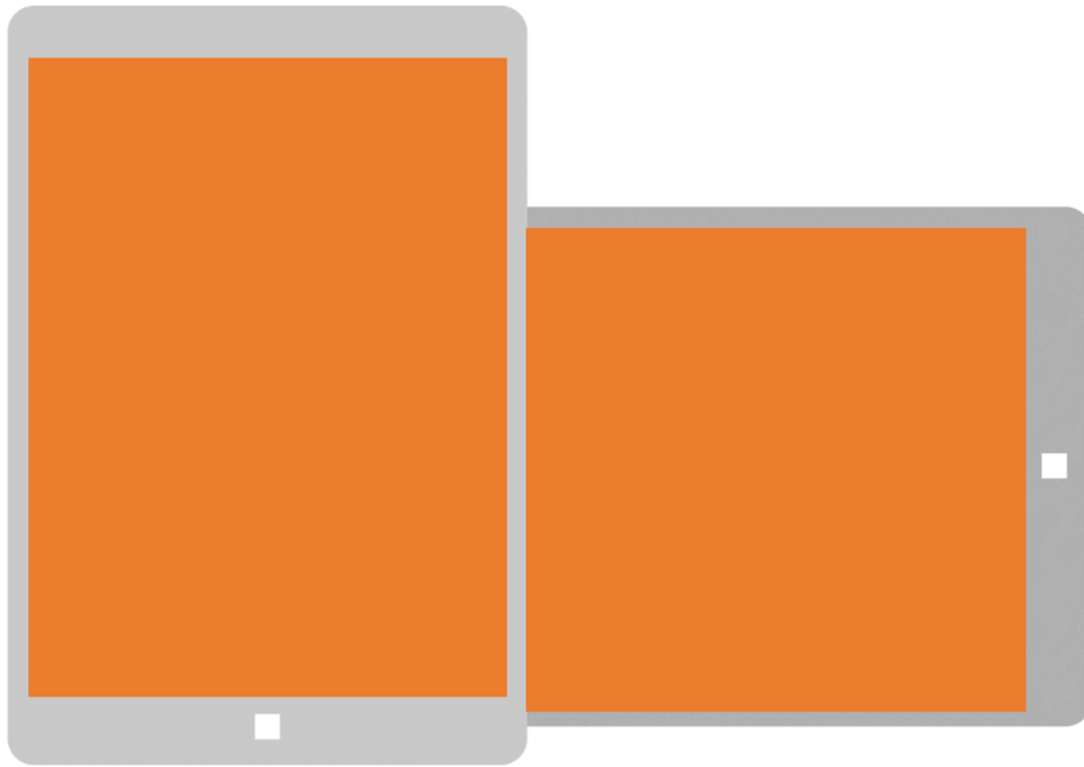




Description

The tablet interstitial ad is a full-page form of advertising that appears as an overlay when the app is launched and must be closed using a close button. It is a very eye-catching form of advertising that offers plenty of space for creative advertising messages. A special feature of the tablet is that Werbemittle can be displayed upright and in landscape format.

Dimensions

Height: Landscape 1024 x 768 pixel | Portrait 768x1024 pixel | With dynamic adjustment up to 100% width and height

File Format

File format

HTML5 Iframe Redirect

File Weight

File weight HTML5: 150 KB initial + 300 KB subload

Delivery

Delivery

- You can provide us with the advertising material as an HTML5 iframe redirect.
-
- **Sound:** If sound is to be played in the advertising material, the advertising material must have a clearly visible button "Sound on/off", "Sound on/off" or a clear loudspeaker symbol. It may only start with "Sound off". The sound may only be activated by a clear user action (click!).

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](#)