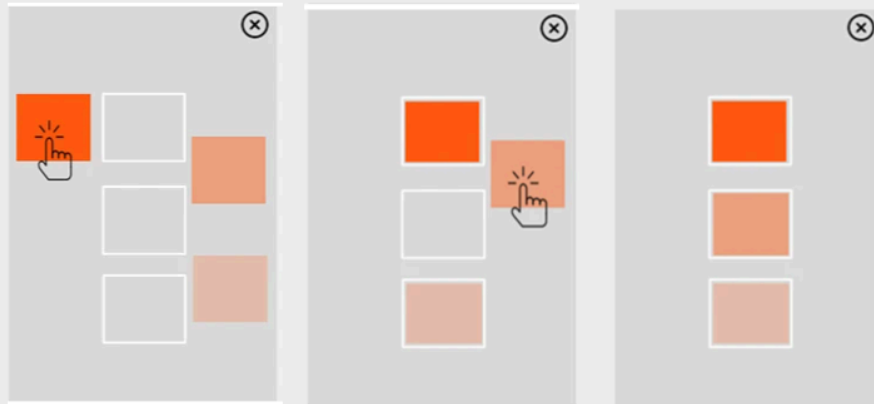




Description

The Interstitial includes an HTML ad for the user to interact with.

Dimensions

Size (width x height)

Image: Interactive Interstitial: only 320 x 480 pixel

File Weight

- **.gif / .jpg / .png:** 80 KB
- **HTML5** as IFRAME Redirect: 80 KB initial (incl. tracking) + 160 KB (incl. tracking) subload
- **if video components:**
- **Video bit rate:** max. 800 kBit /s
- MP4 | 24 FPS
- The advertising material must not exceed a total size of 1.5 MB (weight applies in total for all components such as graphics, video or photo show).

Labeling as Advertising

- -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

Delivery

- Interstitial: All functions of the interstitial must be delivered. The advertising material lies above the content.
- iFrame: Delivery as an iFrame means that the source behind the iFrame must be able to read a variable for passing on the tracking URL. This means that a specific parameter (which can be determined by the creator of the ad) is passed when the iFrame is called up.
- **Please note: The advertising material must be centered within the iFrame or adapt dynamically to the screen size, as the iFrame container provides 100% of the screen width and height. If this is not done, the redirect is automatically positioned at the top left of the iFrame.**

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
- **Please note:** Mobile sticky formats must generally be delivered without any transparent elements. If a special implementation requires transparency, this must be discussed in advance.

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](#)