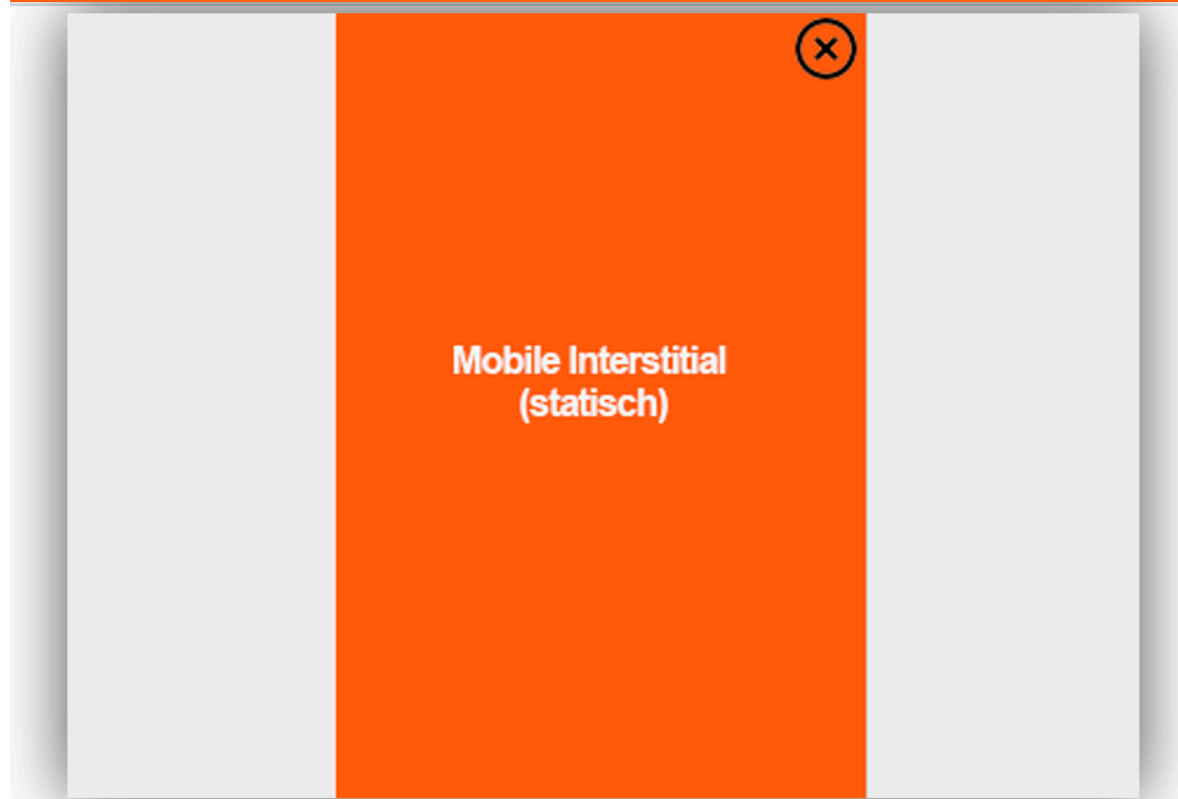




Description

The standard full-screen Interstitial is a static Interstitial which covers the entire area of the content and can be actively closed by the customer. The Interstitial is played at the start of an app as well as in content categories.

Dimensions

- **Size (width x height):** 640 x 960 pixel & 320 x 480 pixel
- Please provide a **high-resolution and a non-high-resolution format** for each campaign.

File Weight

- **.gif / .jpg / .png:** 80 KB (static image, without interaction and without HTML5 programming)

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

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.
- **physical delivery:** Image file format .gif, .jpeg, .png

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](#)