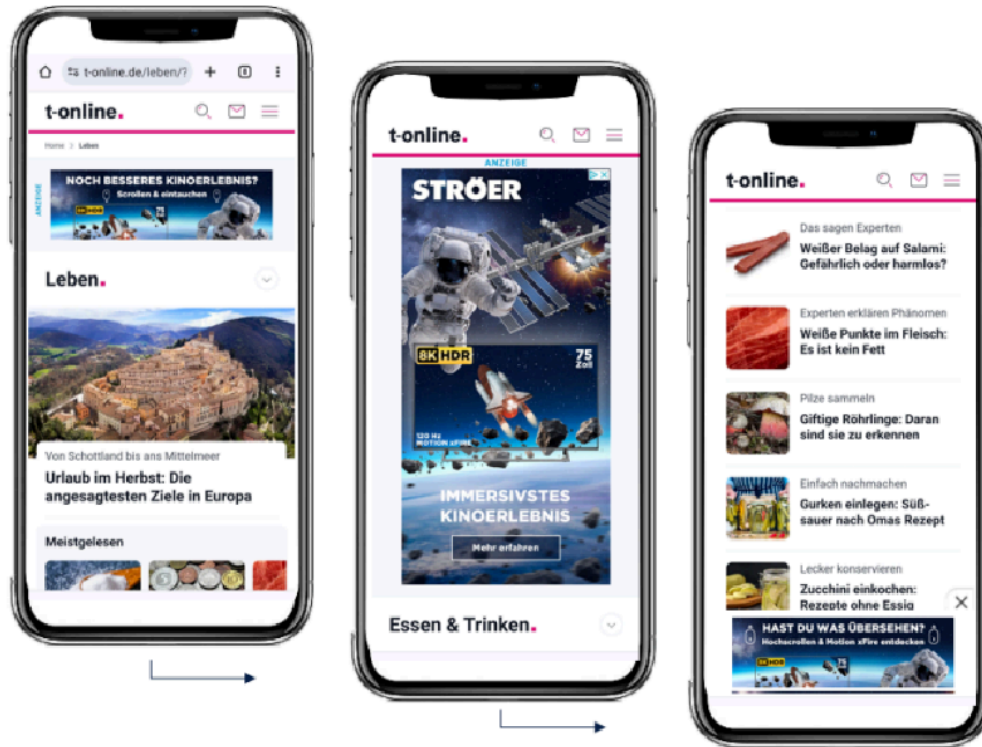




Description

The Mobile Kombi Ad is a MEW triple ad. This consists of a top (sticky presenter or presenter), mobile half page ad and sticky footer ad. The three placements mentioned alternate so that, depending on the swipe depth, the advertiser's advertising message can always be seen in the viewport.

The creatives should be coordinated with each other so that they contribute to each other in terms of content, which increases attention and involvement.

The triple mechanics and final stickiness of the footer ad, in combination, offer optimal conditions for constant visibility of the advertising customer.

Dimensions

- Mobile Sticky Presenter Ad 3:1: for physical delivery of the ad creative: 640 × 200 pixels (high-resolution) & 320 × 100 pixels.
- Mobile Sticky Presenter Ad 3:1: for delivery via an iFrame redirect: 320 × 100 pixels only.
- Mobile Halfpage Ad: for physical delivery or delivery via redirect: 300 × 600 pixels.
- Mobile Sticky Ad (Sticky Footer 3:1): for physical delivery of the ad creative: 640 × 200 pixels & 320 × 100 pixels.
- For delivery via a JavaScript or iFrame redirect: 320 × 100 pixels only, or scaled to 320 × 100 pixels (from 640 × 200 pixels).

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 Format

File format

- Mobile Sticky Presenter & Mobile Sticky Footer
 - **Physical delivery:** gif Bild-Dateiformat .gif, .jpeg, .png or HTML5
- Mobile Sticky Footer & Mobile Presenter
 - **Delivery via redirect:** iFrame redirect or Javascript redirect
- Mobile Halfpage Ad
 - **Physical delivery:** Image file format .gif, .jpeg, .png or HTML5
 - **Delivery via redirect:** iFrame redirect or Javascript redirect

File Weight

- Mobile Sticky Presenter Ad 3:1: 50 KB initial (incl. tracking) + 100 KB subload (incl. tracking)
- Mobile Halfpage Ad: 100 KB initial (incl. tracking) + 200 KB subload (incl. tracking)
- Mobile Sticky Ad (Sticky Footer 3:1): 50 KB initial (incl. tracking) + 100 KB subload (incl. tracking)
- See also information on format guidelines for general file weights in the global technical specifications.

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

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.

Delivery

- Please note: Mobile sticky formats must always be delivered without transparent elements. If a special implementation makes this necessary, an agreement must be reached beforehand.

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](#)