



Description

The Mobile Large Inline Ad puts your advertising message in the limelight. As a visual interruption in editorial article pages, the Mobile Large Inline Ad immediately draws attention to your product.

The Mobile Large Inline Ad is the "Coalition for Better Ads"-compliant implementation of the mobile interstitial format size in mobile pages. The advertising format is integrated "inline" into the page and is displayed via a content placement at the top of the page. Unlike the interstitial, the ad does not overlay the content, but is placed between the content in a user-friendly way.

Dimensions

- **for physical delivery** of the ad: 320 x 480 pixel

- **for delivery of an iFrame Redirect:** only 320 x 480 pixel

File Weight

- **.gif / .jpg / .png:** 80 KB
- **HTML5 as IFRAME Redirect:** 80 KB initial (incl. Tracking) + 160 KB Subload (incl. Tracking) (HTML5)

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 or HTML5 or
- **Delivery per redirect:** Iframe-Redirect or Javascript-Redirect
- **Delivery deadlines:** 3 days before the start date, for fixed day placements 5 days before the start date. The delivery e-mail address can be found in the offer
- 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](#)