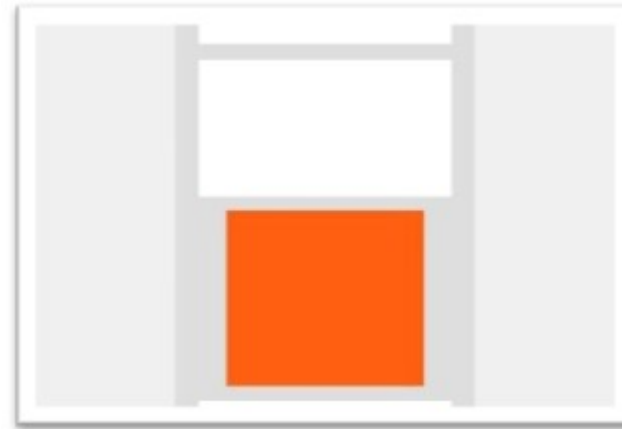




Description

The medium rectangle is placed prominently in the website content. The format attracts attention while the user is reading the content. By being integrated into the content the advertisement benefits from the editorial quality of the website.

Note: Loop / repetition: Recommendation for animated GIFs: max. 3 loops

Dimensions

300 x 250 pixels

File Weight

- .gif / .jpg / .png: 100KB
- HTML5 (physical or as redirect): 125 KB initial (incl. tracking) + 250 KB subload (incl. tracking)
(see also information on format guidelines for general file weights in the [overall 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

- **Delivery per redirect:** Iframe-Redirect or Javascript-Redirect
- **Physical delivery:** Image file format .gif, .jpeg, .png or HTML5 or

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](#)