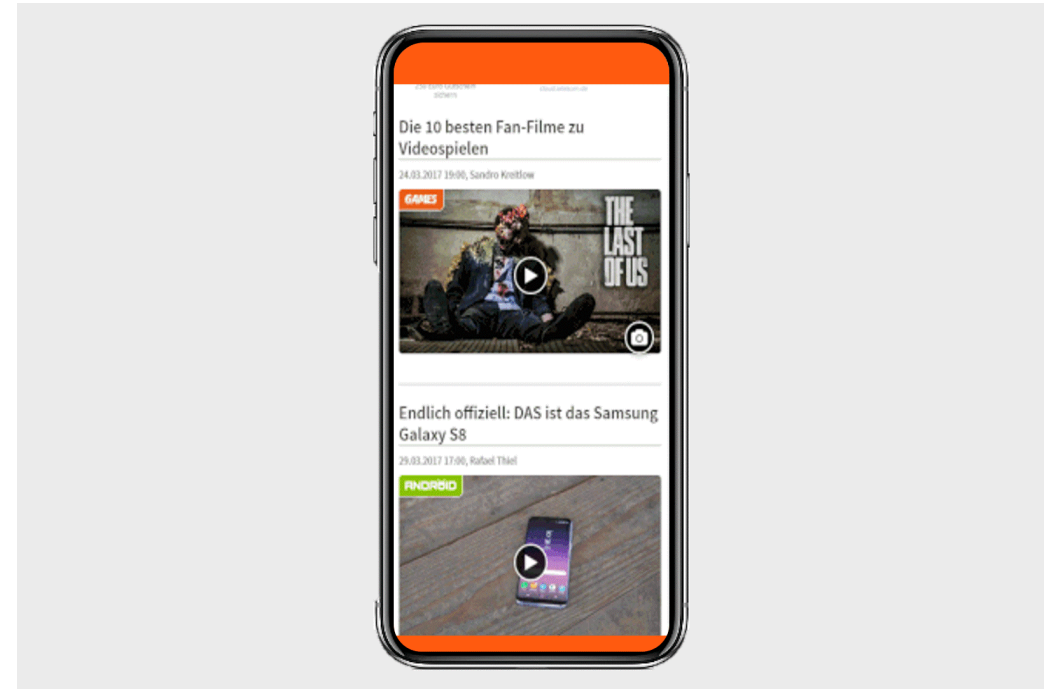




Description

The Mobile Poster Ad is seamlessly integrated into the page content between the paragraphs of an article. The advertising form appears in a kind of window when scrolling down within the content and disappears from the visible area when scrolling further.

Dimensions

PosterAd Mobile (physical):

- size (width x height): 375px x 680px
- safety distance: 50 pixels top + bottom

PosterAd Mobile (HTML5 / Redirect):

- size (width x height): 100%x100% (dynamic/responsive)
- safety distance: 50 pixels top + bottom

PosterAd Mobile Video:

- size (width x height): 9:16 (full surface)
- safety distance: 50 pixels top + bottom

PosterAd Mobile (physical + Video):

- size (width x height): 375px x 680px + 16:9
- safety distance: 50 pixels top + bottom

File Weight

PosterAd Mobile (physical):

- Total (Initial & Subload): max 100KB

PosterAd Mobile (HTML5 / Redirect):

- Initial (incl. Tracking): max 150KB
- Subload (incl. Tracking) 300KB
- Total (Initial & Subload): max. 450KB

PosterAd Mobile Video:

- Total (Initial & Subload):max. 500KB

PosterAd Mobile

- (physical + Video):Total (Initial & Subload): max. 600KB

Delivery

Physical:

- .gif, .jpeg, .png
- or

Redirect:

- HTML5 / Iframe-Redirect or JavaScript-Redirect
- or

Physisch:

- .gif, .jpeg, .png Video: URL

Video:

- URL
- or

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](#)