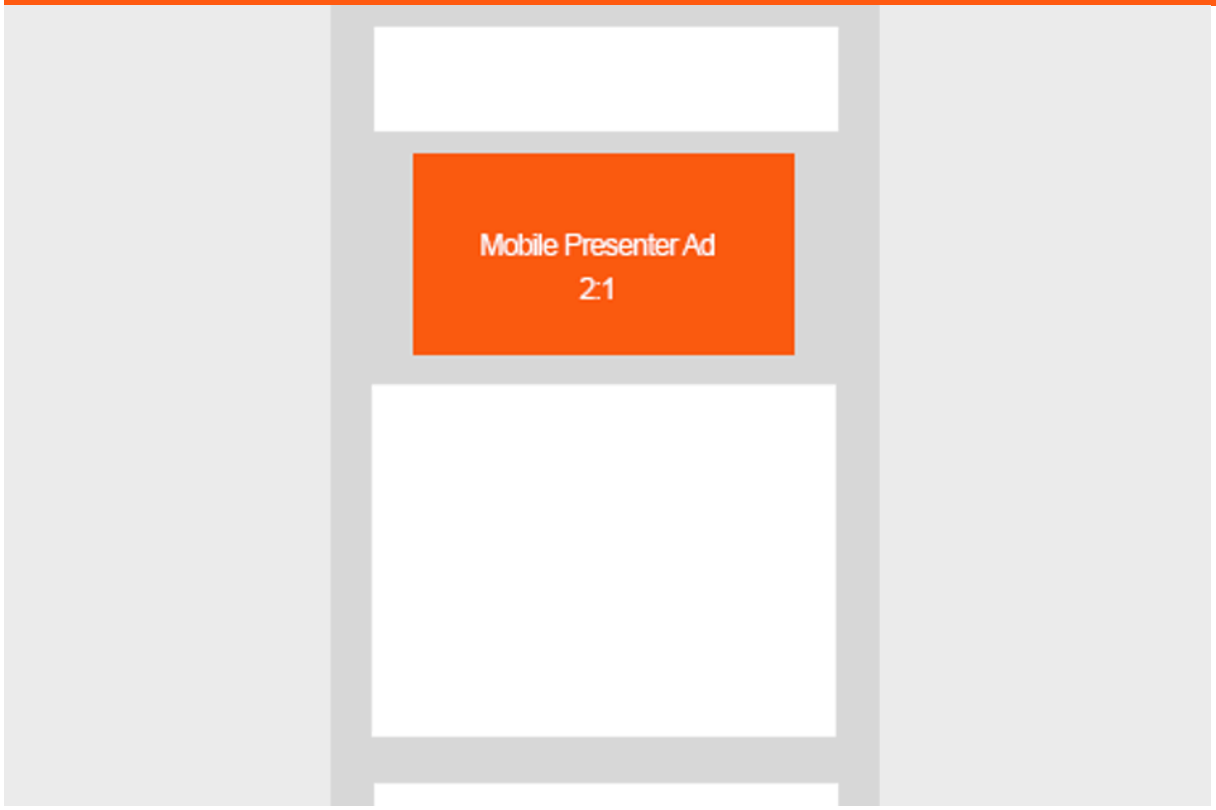
Spezifikationen Mobile

Mobile Presenter Ad 2:1



Description

The Mobile Presenter Ad 2:1 is available on many home pages and sections in the Ströer Digital portfolio. By placing it in the upper, immediately visible area, the advertising partner generates proximity to the editorial content, which strengthens trust in the advertising message

Dimensions

- **for physical delivery of the ad:** 320 x 150 pixel

© Ströer Media Solutions GmbH 2026

- **for delivery of a Javascript Redirect**:only 320 x 150 pixel or scaled to 320x150 pixel
- **for delivery of an iFrame Redirect**:only 320 x 150 pixel

File Weight

- **HTML5 as IFRAME Redirect:** 125 KB initial (incl. tracking) + 250 KB subload (incl. tracking)
- **.gif / .jpg / .png:** 50 KB

(see also information on format guidelines for general file weights in the overall specifications)

Delivery

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

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

© Ströer Media Solutions GmbH 2026