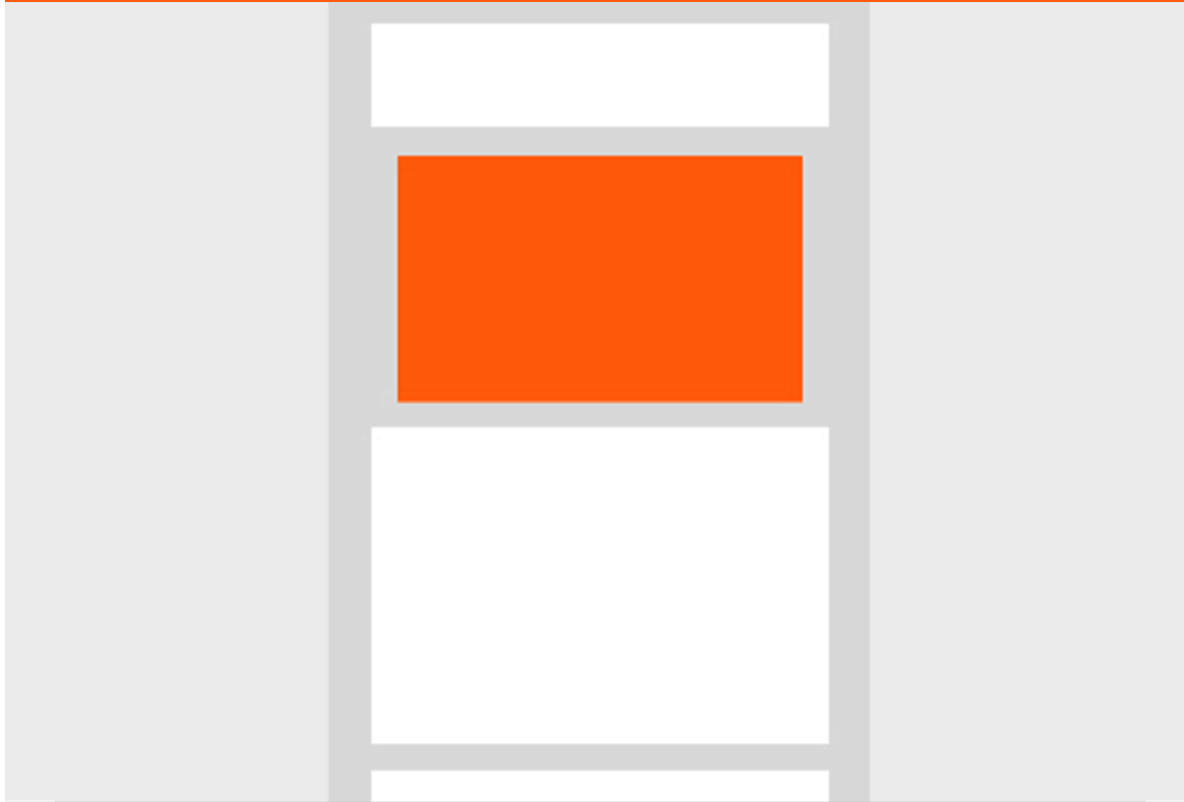




Description

The Mobile Presenter Ad 4:1 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 75 pixel

- **for delivery of a Javascript Redirect:** only 320 x 75 pixel or scaled to 320 x 75 pixel
- **for delivery of an iFrame Redirect:** only 320 x 75 pixel

File Weight

- **.gif / .jpg / .png:** 50 KB
- **HTML5 als IFRAME Redirect:** 50 KB initial (incl. Tracking) + 100 KB Subload (incl. Tracking)
(see also information on format guidelines for general file weights in the [overall specifications](#))

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
- 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 IAB Delivery
- **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](#)