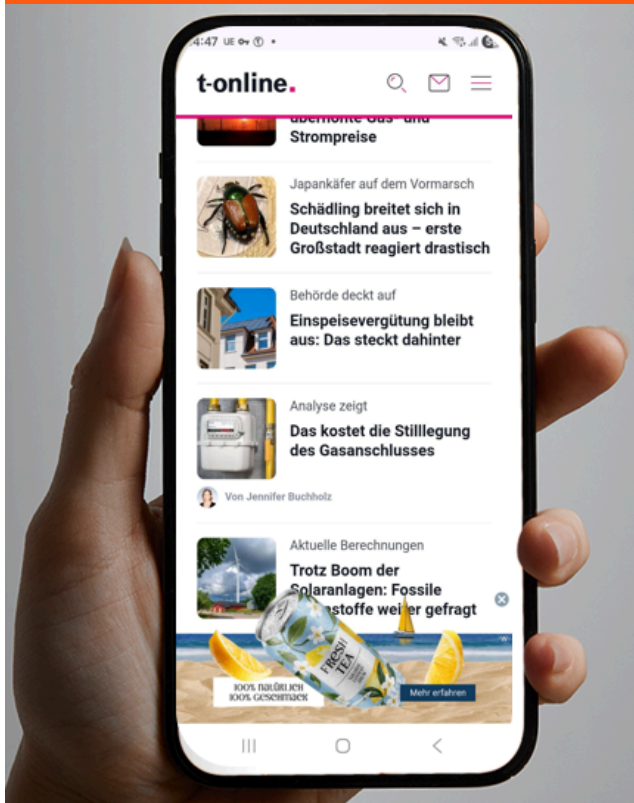




Description

The Mobile Sticky Breakout operates with an innovative scroll-driven technology. Individual elements can break out of a 3:1 sticky footer through user-initiated scrolling

Notes

This format can only be booked with full-service, meaning that Ströer will be producing the ad.

Required Assets

- Please provide us with the assets listed below. Otherwise we cannot guarantee a start at the agreed campaign starting date.
- In this case, we need the following assets 20 working days before the start of the campaign:
- Copy
- Visuals (preferably high-resolution, if possible PNG)
- Product images, cropped if possible
- If available, the CI or style guides
- The fonts as a file (e.g. ttf)
- Logo, in the best possible quality
- Product shots / visuals (cropped if possible)
- Typo files incl. license
- Existing campaign motifs
- Texts, CTA buttons, distractors, etc.
- KPIs (e.g. branding, sales, etc.)
- Product/campaign claim (as short and concise as possible)
- Target URL
- Examples of produced ads, style guides, etc.
- The storyboard, if applicable

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](#)