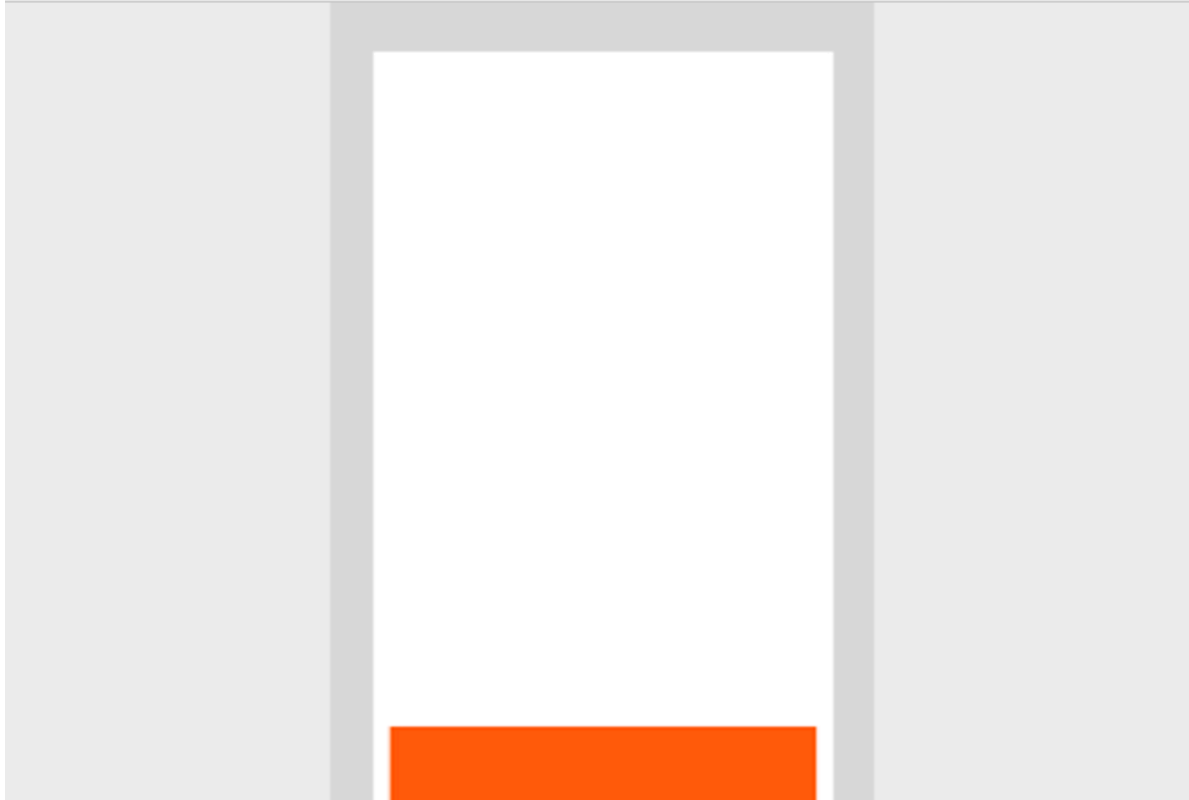




Description

The Mobile Sticky Footer 6:1 is positioned at the bottom of the screen and overlays the content. When scrolling on the page, the format remains in place and thus achieves maximum viewability.

Dimensions

- when delivering an iFrame redirect: only 320 x 50 pixels
- **for physical delivery of the ad:** 640 x 100 pixel & 320 x 50 pixel
- **for delivery of a Javascript Redirect:** only 320 x 50 pixel or scaled to 320x50 pixel

File Format

File format

- gif / .jpg / .png
- HTML5 as iFrame Redirect

File Weight

- 50 KB initial + 100 KB subload
- (see also information on format guidelines for general file weights in the [overall specifications](#))

Labeling as Advertising

- -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 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
- HTML5 advertising material must be delivered as an iFrame redirect. The physical delivery of an HTML5 advertising medium is currently not feasible for technical reasons. When delivering, please note that 3rd party counting pixels and click commands must already be integrated into the HTML during creation.

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](#)