



Description

Eye-grabbing Premium Mobile format for multi-screen combination with the Sticky Superbanner, Sticky Billboard and Dynamic Sidebar desktop formats. The Mobile Sticky Presenter ad can be booked for individual content and categories on a MEW, in future also InApp. The format is placed as Presenter. When the page is scrolled, the ad remains permanently visible (sticky). When playing back Mobile Presenter Sticky ads, the Sticky Ad at the footer of the page is blocked.

Dimensions

- **for physical delivery of the ad:** 640 x 200 pixel (high resolution) & 320 x 100 pixel
- **for delivery of an iFrame Redirect:** only 320 x 100 pixel

File Format

File format

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

File Weight

50 KB initial + 100 KB subload (HTML5)

Labeling as Advertising

- Marking as "advertisement"
- -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

- 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.
- Please note: Mobile sticky formats must always be delivered without transparent elements. Should a special implementation make this necessary, an agreement must be made here beforehand.

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](#)