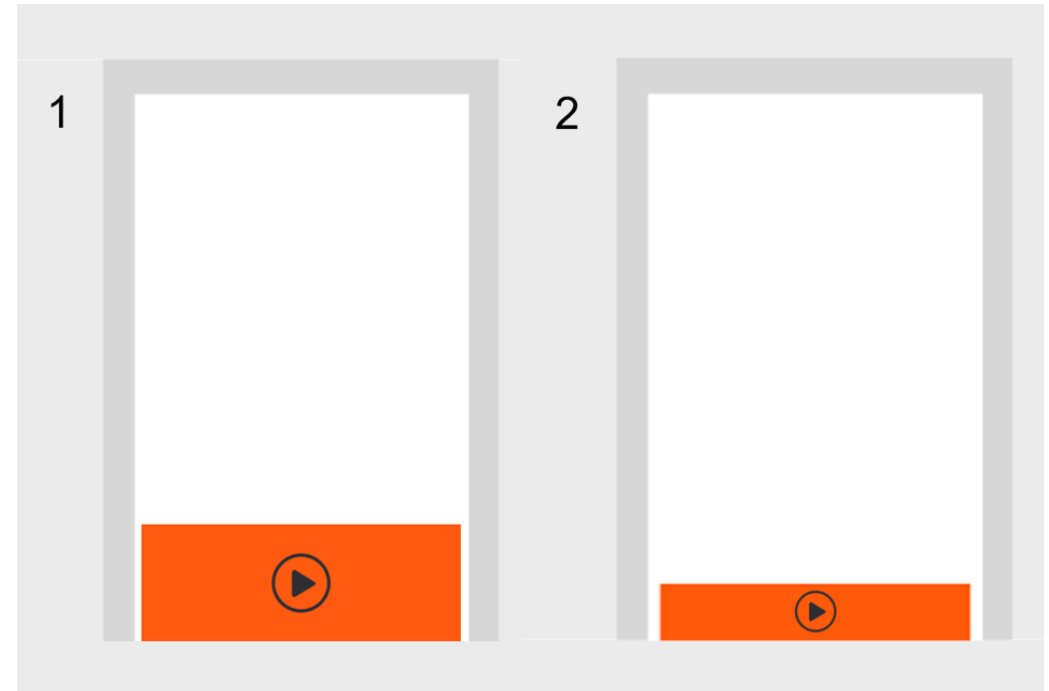




Description

The mobile sticky video footer starts with a height of 150 px and shrinks to a height of 75 px after three seconds. The integrated video starts automatically with sound off and can be expanded to full screen by clicking on it. At the end of the video, either a static image from the video or a separate graphic can be displayed.

Dimensions

- **Video:**
- Resolution: max 1920*1080 - min 640*360 (720p recommended)
- Aspect Ratio: 16:9 (4:3 not supported)

- Maximum video size (converted): no larger than 4 MB
- Maximum ad size for VAST Redirect hosted by agency: 5MB
- **Standbild - physische Anlieferung:**
- 320 x 75 Pixel

File Format

File format

Video

- **physical delivery**
- physical
- .mov / .mp4
- URL

VAST Redirect

Video characteristics

- **sound:** off
- **length:** 30 sec. maximum (additional technical cost for > 30 sec)

Static image - physical delivery

- .gif / .jpg / .png

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

- 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.

Publisher-specific Specialities

The format is currently only available on selected pages in the portfolio. Further information on request.

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](#)