

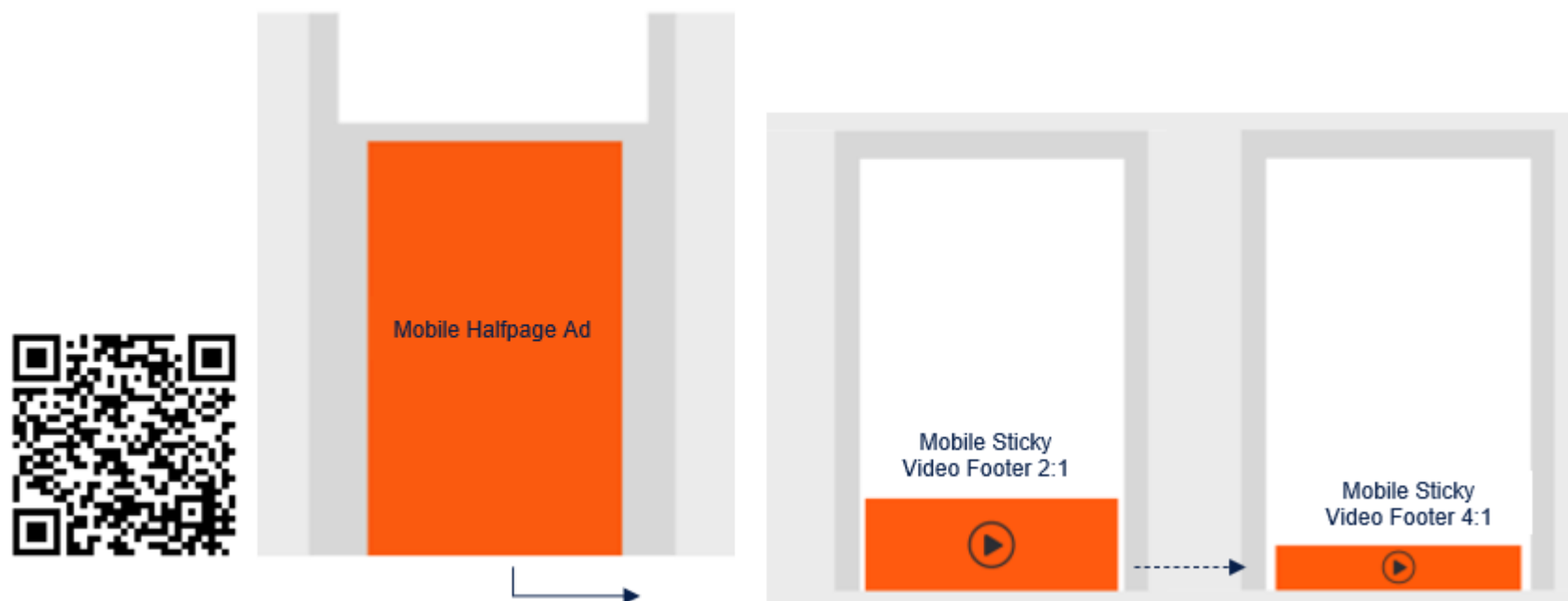
[Demo](#)

Spezifikationen Mobile

STROER

Mobile Video Kombi Ad

[Demo](#)



Description

The Mobile Video Kombi Ad consists of the Halfpage Ad (with video integration) and Mobile Sticky Video Footer formats, which are implemented as companion ads.

Dimensions

- **Mobile Halfpage Ad** Background: 300 x 600 pixels
Video:
Resolution: max 1920x1080 – min 640x360 (720p recommended)
Aspect ratio: 16:9 (4:3 not supported)
- **Mobile Sticky Video Footer**
[See Specifications Mobile Sticky Video Footer](#)

File Weight

- **Mobile Halfpage Ad**
Background:
.gif / .jpg / .png: 80 KB
HTML5 as Redirect: 100 KB initial (incl. Tracking) + 200 KB Subload (incl. Tracking)
Video:
Maximum video size (converted): no larger than 4 MB
Maximum advertising material size for VAST redirect hosted by agency: no larger than 4 MB
physical delivery .mov / .mp4
URL VAST Redirect
Video properties:
Sound: off
length: 30 seconds maximum (additional technical costs for advertising material > 30 sec)
- **Mobile Sticky Video Footer**
[See Specifications Mobile Sticky Video Footer](#)

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

Delivery Mobile Halfpage Ad

- Physical delivery: Image file format .gif, .jpeg, .png or HTML5 or
- Anlieferung per Weiterleitung: Iframe-Weiterleitung oder Javascript-Weiterleitung

Delivery Video

- Physical delivery Physical .mov / .mp4
- URL VAST Redirect

Mobile Sticky Video Footer

- [See Specifications Mobile Sticky Video Footer](#)

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](#)