



Description

The classic sitebar can now be extended to MEW as a pure multiscreen format.

Simple: no new advertising material required

Attention-grabbing: large-scale and screen-wide display on mobile sites

Interactive & dynamic

Notes

The Multiscreen Sitebar advertising format is delivered to mobile devices using Ströer's own template, based on the Dynamic Site Bar Ad Desktop advertising format. It is not necessary to create a mobile advertising format.

File Weight

Please note the maximum file weight, as this is particularly important for the usability and campaign performance of mobile playout!

- **Maximum file weight:** 150 KB initial + 300 KB reload

Specifications Dynamic Site Bar Ad Desktop

[Dynamic Sitebar Ad](#)

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](#)