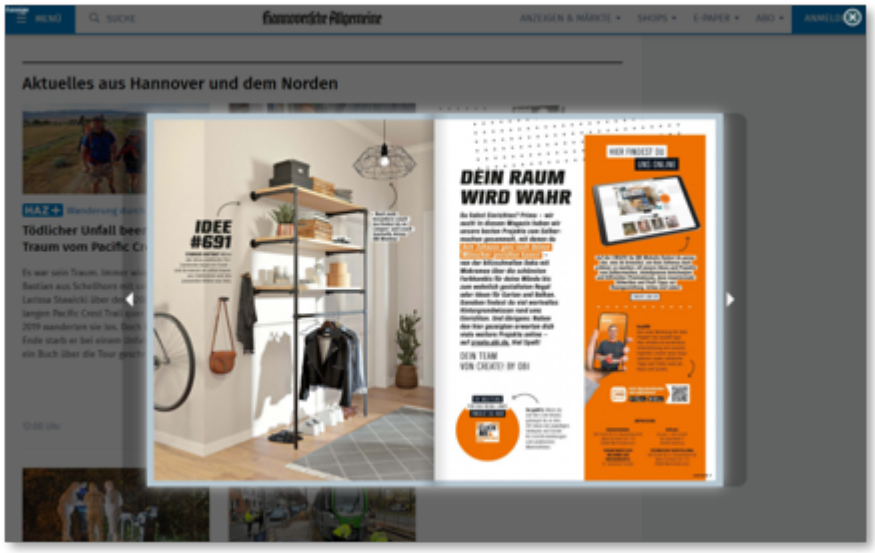
Spezifikationen Desktop

Native Catalogue Ad



Description

Dimensions

File format, dimensions & file weight

- The Native Catalogue Ad consists of two elements: **Native Teaser** and the **PDF catalogue**.

File format, dimensions & file weight

- **Native Teaser: Combination of image and text**
- **Image formats:** .gif / .jpg / .png / 3rd Party Tag

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Image dimensions:
- 1x1 (e.g. 600px x 600px)
- 2x1 (e.g. 600px x 300px)
- 3x2 (e.g. 600px x 400px)
- 4x3 (e.g. 600px x 450px)
- 6x5 (e.g. 600px x 500px)
- 16x9 (e.g. 800px x 450px)
- **File size: 40 KB per Image**
- **Minimum image width:** 600px

Headline-Options:
- Short: max. 25 figures
- Medium: 30-45 figures
- Long: 60-70 figures

Text-Options:
- Short: 70-110 figures
- Medium: 140-200 figures
- Long: 250-350 figures

- Please deliver all image sizes.
- Please deliver all headline-options and text-options.
- Headline: No capitals, price marks and percentages.
- Text: Maximum one price mark or percentage. No capitals or direct approach to the reader.

- There can be up to 5 Teasers be delivered within a campaign. In order to do so, it is required for each teaser to deliver all sizes, text and picture variations.

catalogue/brochure

- file format: PDF

- Special requests by agreement

Delivery

- **Delivery template:** Word document
- **Images in all required sizes and formats:** as attachment

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- Notes to the copywriters:
- Many publishers use different approaches of addressing their readers (formal/informal). If you want to use a generally valid content, avoid addressing the reader directly.

Tracking

We support the following options for 3rd party tracking:
Teaser
- Impression (1x1 pixel tracker; will be included as soon as the teaser is added to the page)
- Visibility (1x1 pixel tracker; will be included as soon as the teaser is 25% visible)
- Click (1x1 pixel tracker; with redirection to the target page /client landing page)
- Click (1x1 pixel tracker; without redirection for content ad formats)

Content
- Impression (1x1 pixel tracker, is integrated when the advertorial is fully displayed)
- Click (external linking: tracker and forwarding to an external destination, e.g. customer page)
- JS tracker as a special solution (only after consultation and prior feasibility check)

General information
- Tracking is not required for every image format. It is sufficient to deliver this only once per teaser.

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

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