Spezifikationen Native

Native Content Ad

Description

Ströer Native Reach: Scalable native advertising
Ströer Native Reach enables automated playout of content in the look and feel of all media on premium placements in the editorial environment.
Maximum credibility with true native advertising
The native content ad is suitable for brands/storytellers who want to distribute informative and interesting content via a fully-fledged article with a wealth of presentation options. The native teaser serves as a traffic feeder to the native content. The content is in the natural information flow of the target group. Pleasant, authentic and free of disruptive effects.
All inclusive
Up to 5 teasers can be delivered simultaneously, optimization during the campaign, A/B tests, detailed reporting.

© Ströer Media Solutions GmbH 2026

Dimensions

File format, dimensions & file weight

- The Native-AdIn-format consist of two elements: **Native Teaser** and **Native Content**.

- The Teaser links to the content the content page itself can contain test, image and video as well as external links.

Native Teaser: Combination of image and text

- **Image formats:** .gif / .jpg / .png / 3rd Party Tag

Image dimensions:

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

Headline-Options:

- Short: max. 25 Zeichen
- Medium: 30-45 Zeichen
- 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.

© Ströer Media Solutions GmbH 2026

Native Content

- Content: 500-2500 words

- Image size: min. 1.200px wide
- External links: as many external links as wished
- Image format: .gif / .jpg / .png / 3rd Party Tracking
- File size: max. 40 KB per image

- Optional:

- **Picture gallery**
- **Videos:** Youtube, Vimeo or other embeddable videos
- **Accordian Element**
- **Social Widgets** (Facebook, Twitter, etc.)

Delivery

- **Delivered template:** Word-Document
- **Images in all required sizes and formats:** as an e-mail attachment

- Notes to the writers:
- Many publishers use different addresses for their readers („Du“/“Sie“). If you want to place a universal content, avoid direct addressing to the readers.

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)

© Ströer Media Solutions GmbH 2026

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

© Ströer Media Solutions GmbH 2026