



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.

Individual and perfectly placed thanks to clever integration

The native teaser ad is an authentically embedded form of advertising that integrates itself into the editorial reading flow in a pleasant and distraction-free way. The image-text teaser is delivered as visibly as possible in the feed, in marginal columns or under articles. It is particularly suitable for e-commerce and performance customers who want to direct readers to a company page or landing page via an integrated placement in the content area.

All inclusive

Up to 5 teasers can be delivered simultaneously, optimization during the campaign, A/B tests, detailed reporting.

Dimensions

File format, dimensions & file weight

- The following dimensions apply for programmatic posting, or refer to the specifications of your respective DSP.
- **Image dimensions:** min. 400px x 300px
- **Headline:** max. 50 characters
- **Text:** max. 140 characters

Native Teaser: Combination of image and text

- **Image formats:** .gif (static, not animated)/ .jpg / .png / 3rd Party Tag

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 weight:** 250 KB per image
- **Minimum width of the images:** 600px

Short:

- title: 25 characters incl. blank spaces
- text: 90 characters incl. blank spaces
- CTA: 20 characters incl. blank spaces

Middle:

- Title: 35 characters incl. blank spaces
- Text: 135 characters incl. blank spaces
- CTA: 20 characters incl. blank spaces (the CTA is only displayed on some of the publishers)

long:

- title: 65 characters incl. blank spaces

- text: 350 characters incl. blank spaces
- CTA:20 characters incl. blank spaces (the CTA is only displayed for some of the publishers.)
- Please supply all image sizes.
- Please supply all headline variants and text variants.
- Headline: No capital letters, prices or percentages.
- Text: Maximum one price or percentage. No capitals or direct address to the reader.
- Up to 5 teasers can be delivered within a campaign. All sizes, text and image variants must be supplied for each teaser.

Delivery

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

Tracking

We support the following options for 3rd party tracking:

Teaser

- Impression (1x1 pixel tracker, is integrated when the advertorial is fully displayed)
- 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)
- Conversion (Server-to-Server and classic cookie tracking are backed)

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](#)