

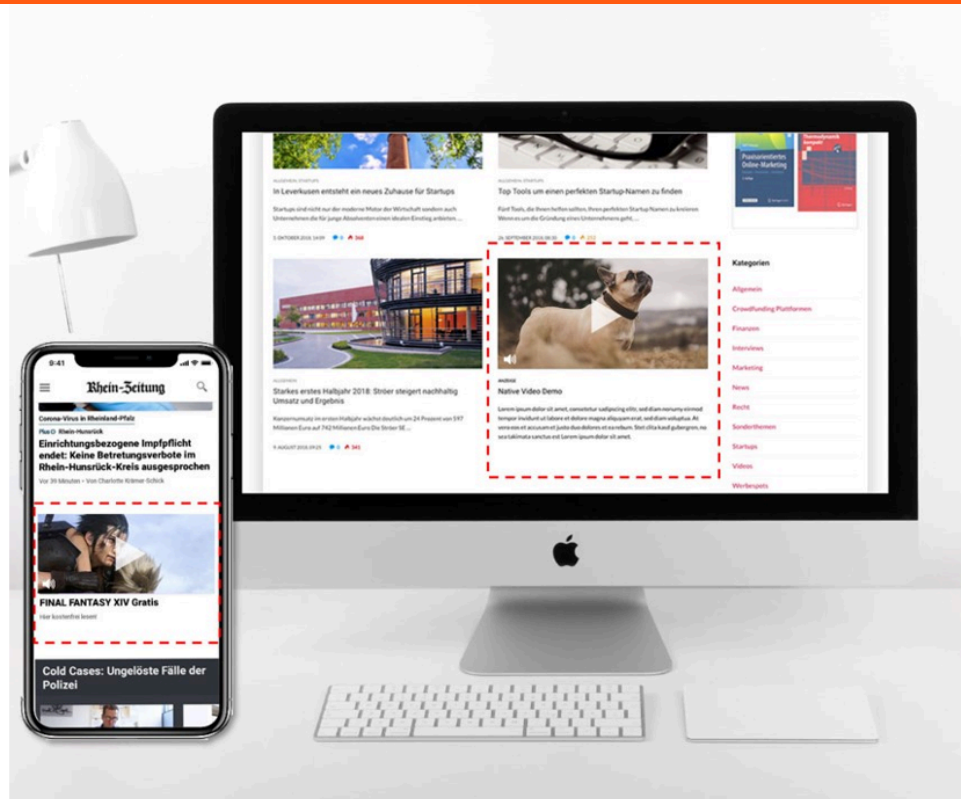
[Demo Link](#)

Spezifikationen Native

Native Video Ad

STROER

[Demo Link](#)



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 video ad is an authentically embedded form of advertising that integrates itself into the editorial reading flow in a pleasant and distraction-free way. The native video ad is delivered as visibly as possible in the feed, in marginal columns or

under articles.

Video and text as an outstream format with the look and feel of the publisher

Video start with 50+1 visibility

Click on teaser leads to external landing page

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

- Native teaser: Combination of video and text
- Supported video formats: MP4, WEBM, OGG (optional video source: YouTube)
- End screen: Supported image formats: PNG, JPG, GIF without animation
- We need the video in the following sizes:
 - 16:9 (standard format, recommended min. 1280x720 px)
 - 1:1 (optional, minimum width 600 px)
 - 2:1 (optional, minimum width 600 px)
 - 3:2 (optional, minimum width 600 px)
- For the text we need:
 - Headline variations: short: max. 25 characters, medium: 30-45 characters, long: 60-70 characters
 - Text variations: short: 70-110 characters, medium: 140-200 characters, long: 250-250 characters
 - Heading: No capital letters, prices or percentages.
 - Text: A maximum of one price or percentage. No capitals or direct address to the reader.
 - For programmatic insertion, the specifications of the respective DSP apply.

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](#)