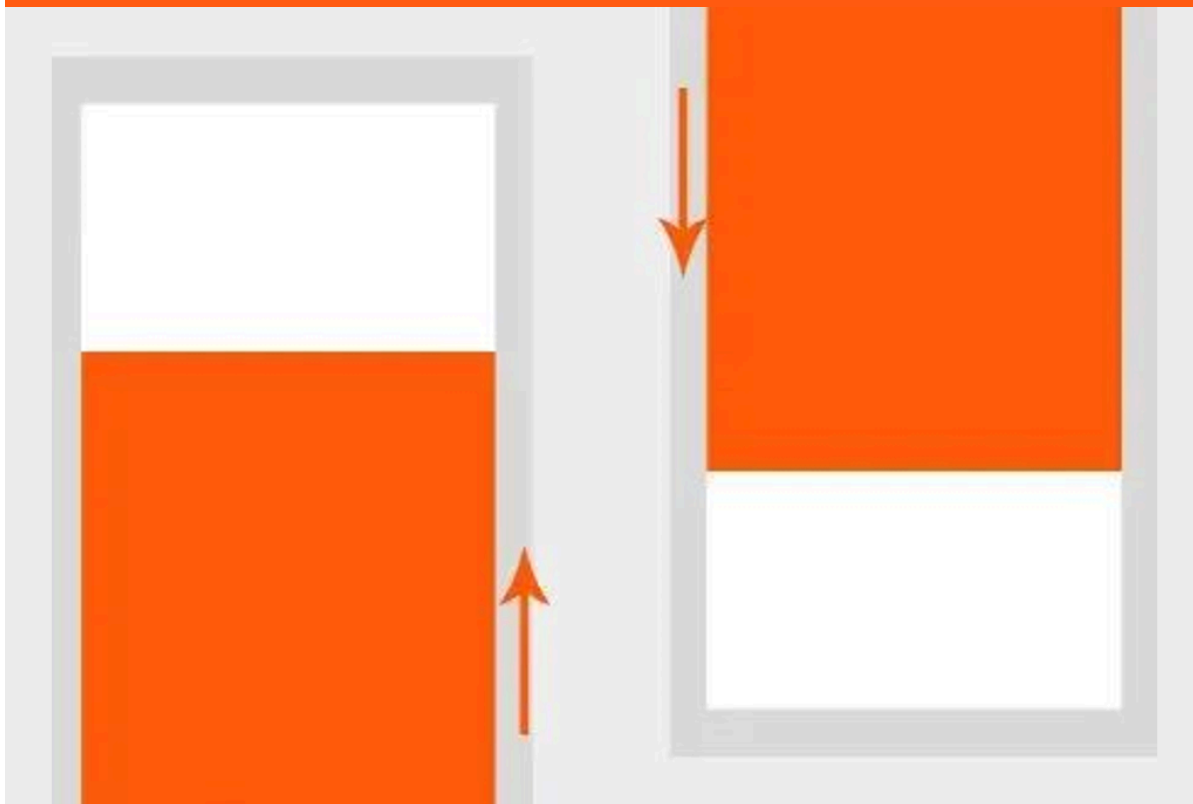




Description

The Poster Ad is seamlessly integrated into the page content between the paragraphs of an article. The advertising form appears in a kind of window when scrolling down within the content and disappears from the visible area when scrolling further.

Dimensions

- PosterAd Desktop (physical): 500px x 990px (Width x height)
- PosterAd Desktop (HTML5 / Redirect): 100% x 100% (dynamic / responsive)

- PosterAd Desktop Video: 9:16 (full-surface)
- PosterAd Desktop (physical) + Video: 500px x 990px (Grafic) + 16:9 (Video)

Dimensions

Safety distance

- PosterAd Desktop (physical): 65px top & bottom
- PosterAd Desktop (HTML5 / Redirect): 65px top & bottom
- PosterAd Desktop Video: 65px top & bottom
- PosterAd Desktop (physical + Video): 65px top & bottom (grafic)

File Weight

- **PosterAd Desktop (physical):** Total (Initial & Subload): max 150KB
- **PosterAd Desktop HTML5 / Redirect:** Initial (inkl. Tracking): max 150KB
- **PosterAd Desktop HTML5 / Redirect:** Subload (incl. Tracking): max. 300KB
- **PosterAd Desktop HTML5 / Redirect:** Total (Initial & Subload): max. 450KB
- **PosterAd (physical & Video):** Total (Initial & Subload): max. 1650KB
- **PosterAd Desktop Video:** Total (Initial & Subload): max. 1500KB

Delivery

Delivery: Physical

- .gif, .jpeg, .png or

Delivery: Redirect

- HTML5 / Iframe-Redirect oder JavaScript-Redirect or

Delivery: Video

- URL or

Delivery: Physical and Video

- .gif, .jpeg, .png and URL

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](#)