

Description



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The Gallery Ad opens up new creative possibilities in the immediate vicinity of the point of sale by placing matching motifs side by side. It enables an inspiring presentation of product diversity.

Available at selected locations on Public Video Mall and at all Connected Ad locations on Public Video Station.

Possible spot length between 5 and 30 seconds.

Notes

- **The Gallery Ad is played exclusively on Public Video Mall and / or Public Video Station.** The creatives must therefore comply with [Public Video Mall's](#) or [Public Video Station's](#) standard specifications.
- The smallest bookable unit is the entire location. Screens that are not part of the Gallery Ad simultaneously display a fallback motif.

Specifications

Spot length

- Please refer to the order confirmation for the spot length
- No title slates or blank frames
- ATTENTION: exact booked spot length, i.e. at 10 seconds = 10 s 00 ms (there must not be milliseconds more or less)

Resolution

- 1080 x 1920 pixels, sRGB

Degree of movement

No restrictions

File Format

Managed Service

Video

MP4 or MOV, 25, 29.97 and 30 fps , without audio track.

Codec: uncompressed or h.264 (bitrate min. 30 Mbit/s)

no fields (progressive)

Still image

.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

General instructions for public video that must be followed

- Content should be receivable in the booked time
- Content must comply with youth protection guidelines
- Spots must be created exactly in the resolution of the booked advertising medium
- Spot lengths must correspond exactly to the booked time

Delivery of advertising material

Delivery options and motif instructions

- In addition to the individual components of the Gallery Ad motif, the customer provides another motif that is displayed on the remaining screens. (Fallback Motif)
- The customer uses the mall or station map to determine where each motif will be displayed.
- After booking, the customer/agency receives an Excel list for assigning motifs. This list is adjusted to the booking before being sent out, and locations that have not been booked are removed.
- Using this Excel list, the customer/agency assigns the corresponding creative to each screen. It is essential to ensure that the file names match those in the Excel table exactly. This means that the ads ‘converted’ by Producing must also have the same name or that the names in the Excel file must be adjusted.

Lead time and delivery address

- Public Video advertising media are always handled as follows when booked with Ströer Media Solutions:
- All Public Video advertising media must be sent to Ströer for technical and content review at least **14 working days** before the start of the campaign.
Deliver all ads to the following email addresses:

Name	E-Mail
Special intermediaries (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-ppv-spezialmittler@stroeer.de
Omnicom	ops-ppv-omnicom@stroeer.de
Independent Agencies (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-ppv-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-ppv-dentsu-itworks@stroeer.de

Name	E-Mail
MGMP + Kinesso + Planus + UM	ops-ppv-mgmp@stroeer.de
Publicis	ops-ppv-publicis@stroeer.de
GroupM, Emetriq	ops-ppv-groupm@stroeer.de
Direct Clients	ops-ppv-client@stroeer.de
Pilot	ops-ppv-pilot@stroeer.de
UMLs	ops-ppv-umls@stroeer.de

Always include the following information in your email (also in the event of inquiries and/or subsequent changes to advertising material):

- Name of the advertiser
- Name of the marketing campaign according to the order
- Period of the campaign
- Advertising Medium
- Motif instruction/Placement periods of the individual advertising media, if some advertising media are not to be delivered for the entire duration of the campaign.

Programmatic Creative Approval and Caching

[ppv-creative-approval-stroeer.pdf](#)

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:

Ströer Media Solutions GmbH | Kehrwieder 8-9 | 20457 Hamburg