

Description



Right in the heart of large and small cities, at the most important junctions - the railway stations - [Public Video Station](#) gives you a high nationwide reach with Full HD video commercials within the advertising-relevant, affluent target group. With Public Video Station, information can be quickly disseminated through the high-quality and intensely effective advertising media in the dominant portrait format, thus reaching the young, mobile target group which is particularly sensitive to moving images. Due to the high frequencies at German long-distance railway stations, advertising customers can quickly achieve a high range. If occupied for several weeks, the range increases rapidly due to the large number of people who use the train irregularly.

Operating hours: Monday to Sunday, 6:00 to 22:00/23:00/24:00 o'clock (depending on city)

Possible ad duration between 5 seconds and 30 seconds

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

Aspect ratio

- 9:16

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.

Programmatic

Video

MP4, 25, 29.97 and 30 fps, without audio track

codec: h.264 (bitrate max. 12 Mbit/s)

no fields (but progressive)

Still image

.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

General instructions for public video that must be followed

- Notes on content & formal design 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

Lead time and delivery address

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

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

Delivery options and motif instructions

- Finished Spot: Please note that the finished spot must meet the above requirements. If there are multiple motifs, a motif statement is required.
- No Spot: If you are using Ströer Media Creations to create an ad, please inquire about costs with your disruptive contact. Please allow at least 10 working days lead time (depending on effort).

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