

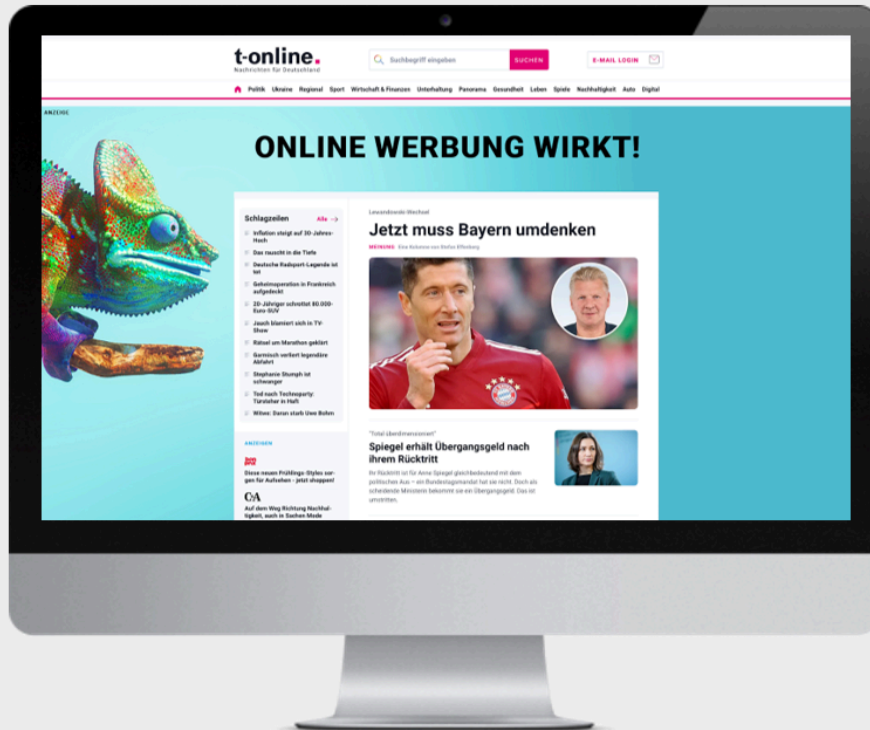
[Demo](#)

Spezifikationen Desktop

SCG Sitebranding XL

STROER

[Demo](#)



Description

The SCG Sitebranding XL is a large and particularly eye-catching format. It is characterized by responsive behaviour.

Video Requirements

Please note:

- If a video is to be used in the advertising material, please observe the following specifications. We will carry out the optimum compression ourselves as part of the creation process.
- **Format:** MP4
- **Conversion:** H.264
- **Framerate:** 25 fps
- **Colour intensity:** 32 Bit
- **Resolution:** 1920x1080
- **Aspect ratio:** 16:9
- **Max. Spot length:** 30 Seconds
- **Audio / Sound:** Please follow the loudness standard EBU R 128. The sound must be integrated in the video.
- **Playback:** The base material should start immediately in the first frame, black frames at the beginning or end of the spot are not allowed. Please make sure that the video does not contain black bars next to or above/below the video.

Max. File size:

- 100 MB

Creation

- The creation is carried out exclusively by the in-house creative team of the Ströer Content Group (SCG).
- Please use only the following templates for the creation:
 - SCG Sitebranding XL Photoshop [Templates](#)
- Note: Please only use the template relevant to your campaign. Only use both templates if several pages are used.
- The SCG in-house creative team will also be happy to implement individual wishes for you. You can find inspiration here: [Kreationsbeispiele](#)

Portfolio Availability

- The SCG Sitebranding XL is available on the following websites:
- Desired.de

- Familie.de
- Giga.de
- Kino.de
- Spielaffe.de
- Spieletipps.de
- t-online.de
- watson.de

Delivery

- Please send the finished Photoshop templates and, if applicable, a video (video specs see below) for use in the advertising material to: **SCGS_Ad_Yieldmanagement(at)stroeer.de**
- All ClickCommands and tracking pixels must fully support HTTPs. Make sure that redirects to external servers are carried out independently of the protocol (example: //www.andererServer.de).
- Please deliver the advertising material/templates at least 10 working days before the start of the campaign.

Note:

- all trackings or redirects must be 100% SSL-compliant. All advertising tags/trackings used by us must include the GDPR macros in accordance with TCF v2.0, and all vendors used must be registered with the IAB's Transparency and Consent Framework (TCF) v2.0.
- All ad tags/trackings to be used by us must contain the GDPR macros according to TCF v2.0 and all vendors used must be registered in the TCF v2.0 (Transparency and Consent Framework) of the IABDelivery
- **Please note:** Mobile sticky formats must generally be delivered without any transparent elements. If a special implementation requires transparency, this must be discussed in advance.

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](#)