

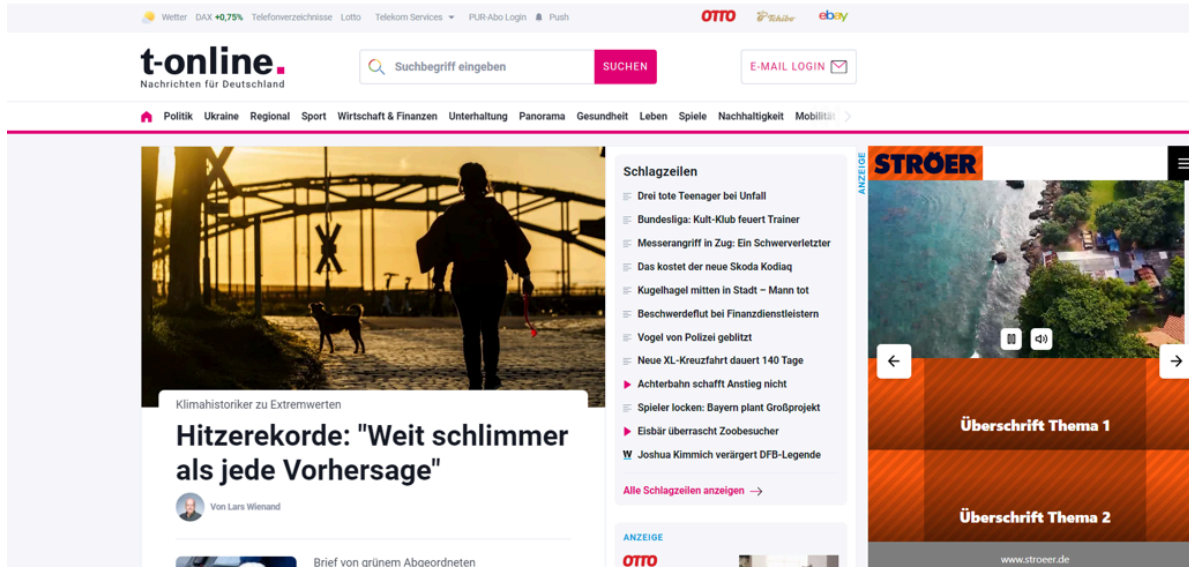
[Livedemo unter diesem Link](#)

Spezifikationen Multiscreen

SCG Story Ad

STROER

[Livedemo behind this Link](#)



Description

- "Sticky effect" when scrolling down or up
- Scroll function
- Multiple direct links to the product pages or categories
- Mobile display as a large-scale mobile half-page ad
- Targeting of specific target groups possible with the help of interest targeting

The Story Ad at a glance

- Sidebar with a header video and image teasers for 2 topics plus up to 6 subpages
- Layouts can be filled freely with any combination of images and text
- Creation is carried out by the experts in our in-house creative team
- One video (max. 15 seconds and max. 2.5 MB) is mandatory. It must not contain any text overlays
- Texts can be customized individually and include scrolling capability

Request for the Creation

The creation is carried out by the experts of our in-house creative team.

For this we need:

Logo in landscape format
Image material (landscape format 16x9 in high resolution) for the topics to be presented
A video (maximum length: 15 seconds). Important: The video must not contain any text overlays.
headline with max. 80 characters for each topic
Variable text length, as scrollable
ETA text: max. 25 characters per topic
Target URL
target link for the footer and possibly further target links for the individual topics
Colours: up to two freely selectable colours

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](#)