



Description

The scroll ad is a translation of the customer's PDF brochure or customised brand communication into digital format. The eye-catching advertising format is brought to life by adapting the scrolling in the content to the advertising material. The user can also click through the brochure or the different screens independently.

An example visualization of a digital brochure is shown above.

Notes

The advertising material can consist of a maximum of 5 slides.
The ad is displayed via the Dynamic Sitebar and the mobile Halfpage Ad.
The creation of advertising material is included.

Dimensions

Advertising material can consist of a maximum of 5 slides/pages.

File Format

File format

Only the following is required:

- the customer's PDF brochure or corresponding images (preferably in high resolution)
- Logo
- Claim
- Fonts

Delivery

Delivery

Lead time: 20 working days before campaign start

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](#)