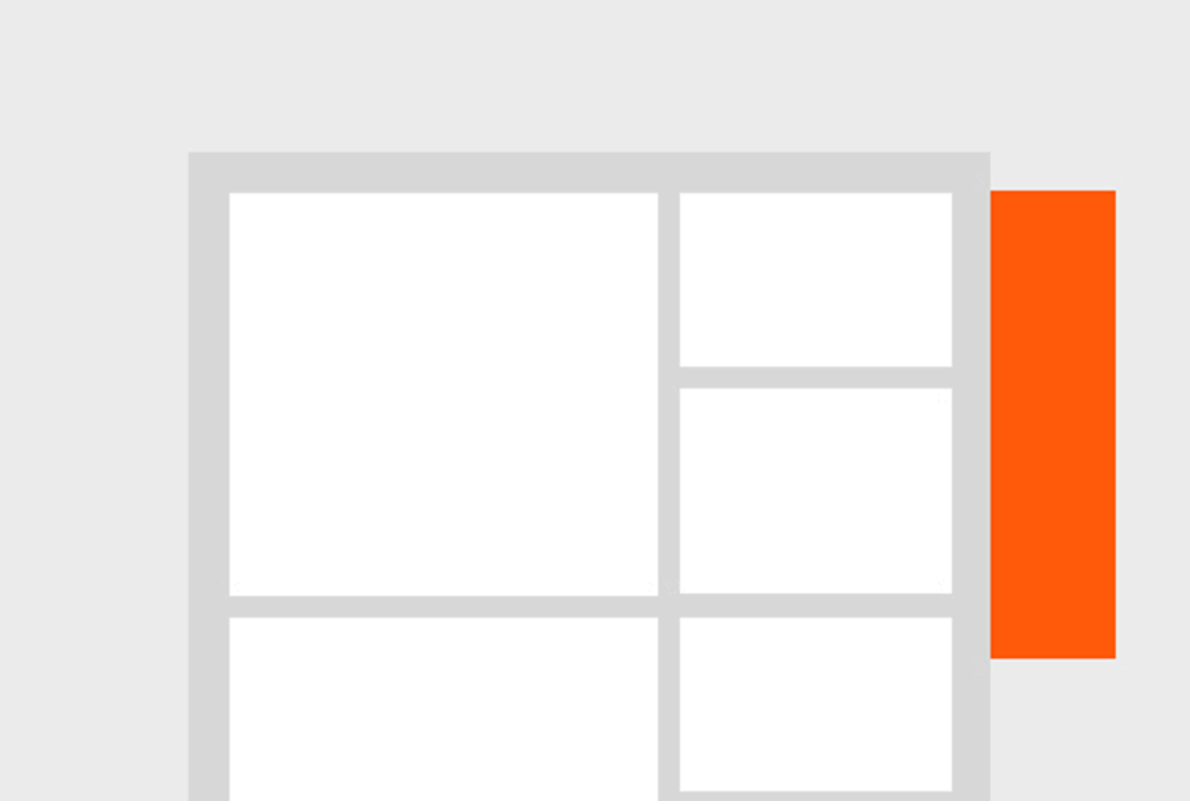
Spezifikationen Desktop

Skyscraper



Description

The Skyscraper is a portrait advertising format. It is usually placed to the right of the content. Its particularly large format makes it very prominent and immediately visible to the user.

Dimensions

- **Size (Width × Height)**
- **Skyscraper Ad:** 120 x 600 pixels (width x height)

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- **Wide Skyscraper:** 160/200 x 600 pixels (width x height)

File Weight

- **.gif / .jpg / .png:** 40 - 80 KB
- **HTML5:** 100 KB initial (inkl. Tracking) + 200 KB Subload (inkl. Tracking)

Delivery

- **Physical delivery:** Image-file format .gif, .jpeg, .png or HTML5 or

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- **Delivery per Redirect:** Iframe-Redirect or Javascript-Redirect

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

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