Spezifikationen Multiscreen

Social-to-Display Ads

Description

The Social to Display Ad displays your ad message perfectly and very easily. It empowers the easy usage of the Social Ad which is already in use in Social Media platforms - transforming it into a display format which is then displayed in the Ströer display network on premium publishers. The Display Ad has exactly the same look as in Social Media platforms and uses the Mobile Halfpage Ad slot. As injection in editorial article pages the ad gets high attention. The production of the display ad is done by Ströer. Depending on the Social Ad of the advertiser, Ströer either uses the official social post or the assets of the social post have to be delivered to Ströer in order to create the display ad.

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Dimensions

Brand Name

- max. 25 characters

Brand logo (jpg or png)

- image format: 1:1 (square)
- width: min 100px, max 500px
- height: min 100px, max 500px
- file weight: max. 2 MB

Creative Caption

- length image signature: max. 700 characters
- text is reduced to 300 characters including a "See More" link
- click behaviour for the image signature: clicks are directed to the target URL (e.g. the brand's landing page)

Emoticons:

- as in Facebook/Social Media platform

Images

- backed file types: jpg, png, oder gif (static or animated)
- width: min 500px, max 1.222px
- height: min. 262px, max. 640px

Videos

- backed file type: mp4
- recommended video format: between 9:16 and 16:9
- width: min. 320px, max. 480px

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- height: min. 180px, max. 860px
- file weight: max. 3MB
- Videos, which are configurated as "Autoplay" will automatically be run up to the 4 MB band width restriction due to Google Heavy Ads guidelines. The video then shows a "Keep Watching"-Overlay that works similar to Instagram.

File Weight

- logo: file weight max. 2 MB
- images max. 2 MB
- videos: max. 3 MB

(see also information on format guidelines for general file weights in the overall specifications)

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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