



Description

By Ströer retailer campaigns, we offer retailers the opportunity to implement individual campaigns for each of their branches. Dynamic advertising media and landing pages can be used for each retailer/dealer.

Delivery takes place in standard display and video formats.

The dynamization or the complete creation of the advertising material is carried out by Ströer.

File Format

File format

Display formats:

- Possible formats: all IAB standard formats
- File format: 100% dynamic HTML5 file
- File weight: 150 KB initial + 300 KB subload
- Each HTML5 banner should be archived as a ZIP file. This ZIP file contains a metadata file called manifest.json and a defined HTML main source.
- The manifest.json file defines banner parameters such as name, description, dimensions, events, click tags and source. These parameters are registered in the system as soon as the ZIP file of the banner is uploaded to the assets. Your banner can contain multiple clickTAG instances. If this is the case, please define them all in one clickTAGs section.

- **Example metadata:**

- ```
{
 "version": "1.0",
 "title": "300x250 Example Banner",
 "description": "optional string",
 "width": "300",
 "height": "250",
 "events": {
 "enabled": 1,
 "list": {
 "1": "myEventName1",
 "2": "myEventName2",
 "3": "myEventName3"
 }
 },
 "clicktags": {
 "clickTAG": "https://www.test.com",
 "clickTAG2": "http://www.adform.com"
 },
 "source": "yourbanner.html"
}
```

- **Example clickTAG:**

- ```
<script>
document.write('<script src="'+ (window.API_URL || 'https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random()) +' "></script>');
</script>
```

- The dynamic areas (divs) in the creatives should be defined as follows:

- ```
<divclass="dynamicField" id="{make_a_unique_classname}">
```

- The dynamicField field and the elements should match in terms of quantity, size and length. Please make sure that the length of the advertising text fits into the dynamicField area.

## Video formats:

- **Possible formats:** PreRoll or InText Spot
- **File format:** VAST2, VAST3 or VPaid redirect (in accordance with the IAB standard for VAST and VPaid)
- The following specifications apply:
- **Container:** .mp4
- **Protocol:** Deliver trackings and media files secured and unsecured.
- **Codec:** h264
- **Dimension:** Preferably 640x360 (MEW / InApp) and 1280x720 (Desktop / CTV)
- Similar scaling is also possible by arrangement, but it is important that a media file for small screens (MEW / InApp) and one for large screens are included (Desktop / CTV).
- **Bit rate:** max. 800 Kb/s (MEW / InApp) and max. 1600 Kb/s (Desktop / CTV), Multiscreen max. 800 Kb/s (Desktop / MEW / InApp)
- **Max. Spot length:** Bumper Ad 6 Sec. | PreRoll, MidRoll, PostRoll non-skippable 30 Sec.
- **Frame rate:** 25 frames
- **Max. File weight:** 4 MB
- **Audio / Sound:** Please observe the loudness standard EBU R 128. The sound must be integrated into the video
- **Audio:** MPEG
- **Audioversion:** Version 1
- **Audio profile:** Layer 3
- **Audio settings mode:** Stereo
- **Audio bit rate mode:** constant
- **Audio bit rate:** 128 Kb/s
- **Audio channels:** 2
- **Audio sampling rate:** 44,1 KHz
- **Wrapper Level:** max. 3
- **General**
- Delivery of a storyboard with all specifications and assets for content, texts, graphics, fonts, videos and animations.

## Delivery

### Delivery Advertising Material

- Please provide us with the advertising material **at least 10 working days** before the start of the campaign.

### Delivery Data feed (retailer information)

- Data feed (retailer information): Table (as XLS or CSV) or JSON- or XML-URL
- below you will find sample files that you can use as a guide:
- .xlsx-Beispiel
- [xlsx-Beispiel\\_Location Informationen\\_Template.xlsx](#).csv-Beispiel

- .ods-Beispiel[xlsx-Beispiel\\_Location Informationen\\_Template.xlsx](#)
- a distinction is made between three different types of columns:
- Required columns:
- Reference code (You can select a random reference\_code for each location. The only requirement is that the reference codes are unique to an advertiser).
- Name (name of the location)
- Address, postal code, city (address information of the location)
- Country code (two-letter ISO 3166-1 country code)
- Target site (per location)
- Optional columns:
- default\_budget (Budget specification per location)
- Zip codes
- Area (only relevant for hyperlocal campaigns)
- start\_date and end\_date (different campaign durations per location)
- User-defined columns:
- Depending on the campaign or campaign target (e.g. opening hours)

## Tracking

- **We support the following options for 3rd party tracking:**
- **Image/text teaser**
- Impression (1x1 tracking pixel; called as soon as the teaser is added to the page)
- Visibility (1x1 tracking pixel; called as soon as the teaser is 25% visible)
- Click (1x1 click command; with redirection to the target page)
- **General information**
- Tracking is not required for every image format. It is sufficient to deliver this only once per teaser.
- Delivery of trackings as secure files (HTTPS)
- Information to Ströer required as soon as the landing page changes within the campaign.

## Publisher-specific Specialities

The display formats are delivered in the Ströer network and other partner networks. The video formats (PreRoll and InText Spot) are placed exclusively in the Ströer network.

## 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](#)