

## Note on the mandatory labelling of AI

- From 2 August 2026, the AI labelling requirements set out in Article 50 of the AI Regulation will apply. As a client, please check whether your AI-generated or AI-modified advertising materials are subject to the labelling requirement under Article 50 of the EU AI Act. The responsibility for labelling lies with you as the creator.

## General information

### Requirements

| Technical Specification | Specifications                                                                                                                                                                                                                       |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Protocol                | All components of the ad, especially tracking pixels and external ad-server systems (redirects), must be invoked using the <a href="https://">HTTPS protocol</a> . Using HTTP results in tracking differences.                       |
| Load                    | On the side of the user, the presentation of the ad-media may not generate more than a 30% CPU load increase.                                                                                                                        |
| File size               | The maximum file size of an ad takes into account all files related to the ad, including all common libraries (e.g.: jQuery, Adobe Edge). Calculation of the total size takes place following compression of all files through GZIP. |
| Requests                | The maximum numbers of requests are 15 for the Initial Load and 85 for the Sub Load.                                                                                                                                                 |
| Audio/Video             | This content may be launched only following interaction of the user with the ad. The user must be able to control the playback of this media at any given time using control elements in the ad.                                     |
| Expansion/Interaction   | When using interactive and/or expanding surfaces in your ad, these may be launched only following interaction of the user with the ad. We will automatically include an                                                              |

| Technical Specification                 | Specifications                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | easily visible Close button in your ad.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Functionality                           | Please ensure that the creative redirects don't cause any javascript errors. For example 404 or synthax errors.                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Heavy Ad Interventions in Google Chrome | With Chrome 86, Google starts blocking ads that are resource-heavy and use an egregious amount of CPU or network bandwidth. This happens as an reaction to consumers are increasingly frustrated with ads that disrupt their experience, interrupt content and slow browsing. In order to avoid such a blockage of the creative we recommend to consider the restrictions/guidelines from Google: <a href="https://developers.google.com/web/updates/2020/05/heavy-ad-interventions">https://developers.google.com/web/updates/2020/05/heavy-ad-interventions</a> |
| GDPR:                                   | In general we follow the technical specifications for the GDPR Transparency & Consent Framework.<br>Examples for a general implementation (Javascript) :<br><a href="https://github.com/InteractiveAdvertisingBureau/Consent-String-SDK-JS">https://github.com/InteractiveAdvertisingBureau/Consent-String-SDK-JS</a>                                                                                                                                                                                                                                             |

## Delivery

| Technical specification | Specifications                                                                                                                                                                                 |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Delivery timeframe      | <b>the assets must always be delivered as download-link</b> (no delivery as .zip file); 3 days prior to start of the campaign, for fix placements/events 5 days prior to start of the campaign |
| Protocol                | HTTPS always required                                                                                                                                                                          |
| Audio & Video content   | allowed, launch by user action only (MouseOver)                                                                                                                                                |
| Expansion / Interaction | allowed, launch by user action only (MouseOver)                                                                                                                                                |
| CPU load                | max. 30% increase in load                                                                                                                                                                      |

**Deliver all ads to the following email addresses:**

| Agency                 | Email                           |
|------------------------|---------------------------------|
| Add2:                  | ops-frankfurt@stroeer.de        |
| Agency2:               | ops-agency2@stroeer.de          |
| Dentsu:                | ops-dentsu@stroeer.de           |
| Group M:               | ops-wppmedia@stroeer.de         |
| MGMP:                  | ops-frankfurt@stroeer.de        |
| Performance Media:     | ops-performancemedia@stroeer.de |
| Publicis:              | ops-frankfurt@stroeer.de        |
| Unabhängige Agenturen: | ops-agency@stroeer.de           |
| Crossmedia:            | ops-crossmedia@stroeer.de       |
| Direktkunden:          | ops-direktkunden@stroeer.de     |
| Havas:                 | ops-havas@stroeer.de            |
| Omnicon:               | ops-omnicom@stroeer.de          |
| Pilot:                 | ops-pilot@stroeer.de            |
| PPV:                   | ops-ppv@stroeer.de              |

**Content of the email**

- Always include the following information in your email (also in the event of inquiries and/or subsequent changes to advertising material):
- Name of the advertiser

- Name of the Marketing campaign
- Period of the campaign
- Placement
- DeepLinks / click URLs
- Placement periods of the individual advertising media, if some advertising media are not to be delivered for the entire duration of the campaign.

## AcceptableAds

- AcceptableAds is a programme of some AdBlocker providers that permits ads subject to specific quality guidelines and in spite of an AdBlocker being active.
- The following information only applies if you have explicitly ordered a product that participates in the AcceptableAds programme.
- Follow [this link](#) to learn more about the AcceptableAds programme.

| Technical specification | Specifications                                                                                                       |
|-------------------------|----------------------------------------------------------------------------------------------------------------------|
| ad formats              | Only IAB Universal Ad Package + HalfpageAd: Leaderboard, Skyscraper, Widesky, Medium Rectangle, Halfpage Ad possible |
| animations/videos       | not allowed, ads must be completely static (no moving images)                                                        |
| sound                   | not allowed                                                                                                          |
| loading indicator       | not allowed                                                                                                          |

## Note Digital Services Act

- Due to the requirements of the Digital Services Act, ads in the top left or right corner are automatically marked with an overlay by the ad server.
- **Therefore, when creating the advertising material, please ensure that no important information or images are included in the top two corners of the advertising material.**

## Media Guidelines

## File size

| Technical specification       | Purpose                     |
|-------------------------------|-----------------------------|
| max KB "Initial Load"         | siehe format specifications |
| max KB "Subload"              | 2 x KB of "Initial Load"    |
| max. KB "User Initiated Load" | unlimited                   |

## Guidelines to the loading procedure

- It is customary in the industry that all ads can use 3 points in time to load their files: "Initial Load", "Subload", "User Initiated Load".
- At each of these points, the ad can load a limited amount of data. These limits depend on the format to be served, larger-scale formats have higher limits.
- The purpose of these limits is to present the user with an initial, visible portion of the ad as soon as possible. "Heavy" images, videos, and interactive elements are not loaded until the website is fully available to the user.
- All file sizes include all trackings.

### Initial Load:

- Can be executed immediately upon loading the ad.
- Includes all files that the ad requires to ensure an initial graphical presentation parallel to the loading process of the website.
- Until the hosting website sends the "DOMContentLoaded", all loading processes of an ad are considered part of the "Initial Load".
- At this point, the ad can only execute requests for additional resources (images, JavaScript, tracking, etc.).

### Subload:

- May be started one second (1000 ms) after the [Browser Event "DOMContentLoaded"](#) of the serving website (previously Polite Download).
- Usually includes the main portion of the ad (complex animations and images, interactive elements).
- The maximum file amount at this time is double the initial load (Initial Load x 2) and there is no limit on file requests.

## User Initiated Load:

- This is defined as the time when the user interacts with the ad (touch, click, mouse-over).
- An unlimited file amount may be loaded and there is no limit on file requests.
- Videos and audio files are typically loaded at this time.
- On mobile devices, note that the ISP typically provides a limited data connection. This connection should be burdened to the lowest possible degree.
- The users whose connections are being burdened are your potential customers.

## HTML5

| Technical specification | Specifications                                                                                                                                                                                                                                                                                  |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Format                  | Delivery as index.html with complete HTML syntax (Doctype definitions, , , etc.).                                                                                                                                                                                                               |
| Scripts                 | Additional content (scripts, CSS, etc.) can be delivered in separate files. Optimise the number of additional files as far as possible and minimise each file. Each additional file loaded has an adverse effect on the performance indicators of your ad (decreased visibility, fewer clicks). |
| External resources      | When linking external resources, make sure that their servers permit cross-domain access. Additional information on cross-origin resource sharing (CORS) can be found here.                                                                                                                     |
| ID-Definition           | In order to avoid conflicts with other banners and the serving website, always use a name-prefix when defining CSS classes and element IDs.                                                                                                                                                     |
| Display orientation     | "The orientation of the displaying device should be considered, and the ad should be optimised for "landscape" and "portrait" orientation."                                                                                                                                                     |
| Tracking                | The tracking/counting of user actions (except for clicks) through separate server must be conducted by the ad producer.                                                                                                                                                                         |
|                         | If the IAS Tracking is used, the programming of the html document must pay attention to the implementation of IAS. The technical specifications of the IAS must be adhered to and we cannot assume any liability for their correctness.                                                         |

| Technical specification | Specifications                                                                                                                                                                                                                                                                                                                                      |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion sensors          | Data from the motion and orientation of a mobile device may be read and used for the interaction of the ad but may not be used in a blocking capacity. Functions such as closing or minimising of ads should not be exclusively dependent on the motion of the device but must rather always be controllable through additional buttons / gestures. |

## JavaScript

| Specification    | Notes                                                                                                                                                                                                                                                                                             |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Preparation      | Prior to loading JS libraries and frameworks (jQuery, ZeptoJS, etc.), you must check whether an instance of the framework has already been loaded and is active on the website.                                                                                                                   |
| Framework        | Use small, compact JS frameworks. Larger libraries such as jQuery are generally unnecessary and increase the data load of the ad.                                                                                                                                                                 |
| Code size        | Minify your final JS code as far as possible. Use Minifier or similar tools so that your ad can be transmitted to the viewer as fast as possible.                                                                                                                                                 |
| Variables        | "Generally, avoid using globally defined variables and functions and store these in a separate "namespace"."                                                                                                                                                                                      |
| document.write() | Using document.write() is not permitted. Ads using this method will be automatically blocked.                                                                                                                                                                                                     |
| Mobile Formats   | For mobile ad formats intended for display in an app we support the standardised API MRAID (Mobile Rich Media Ad Interface Definitions) of the Interactive Advertising Bureau (IAB). For access to mobile device functions, e.g.: Creating a calendar entry, the device must be MRAID compatible. |

## Click measurement

- You can measure clicks on your ad through the Ströer AdServer. To achieve this, a dynamic assignment of the link URLs must be enabled in the HTML5 ad. You will find instructions for inserting the dynamic assignment, including code examples, in the [public GIT repository of the Online Marketing Group \(OVK\) in the Federal Association for the Digital Economy \(BVDW\)](#).

- The instructions are supported by all German marketers. After the one-time integration, the click measurement works on all German websites with no further adjustments required.
- **When developing / testing your ad, you can simply pass the URL-encoded links (`encodeURIComponent()`) to the call of your .html file:**
- `ihrWerbemittel.html?clicktag1=http%3A%2F%2Fwww.ihreUrl.de&clicktag2=http%3A%2F%2Fwww.ihreAndereUrl.de`

## Animations

| Technical specification | Specifications                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Creation                | Animations should be designed as resource-efficiently as possible. Avoid the overuse of transparency effects (opacity), or triggering "repaints" of a browser. <a href="#">See additional information on paint/repaint here.</a>                                                                                                                                                           |
| GIFs                    | Rather than simply hiding them, completely remove unused GIFs (e.g. loading animation) from the HTML tree. Hidden animations continue to burden the browser.                                                                                                                                                                                                                               |
| Animations              | Use the animation capacities of CSS3 (animation, keyframe, translate, etc.). Do not, under any circumstances, use animations through JavaScript's <code>setInterval()</code> or <code>setTimeout()</code> . As a rule, JavaScript animations should use the browser's <code>requestAnimationFrame</code> -API. <a href="#">See additional information on requestAnimationFrame() here.</a> |

## Images

| Technical specification | Specifications                                                                                                                                                  |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Formats                 | GIF,PNG,SVG,JPEG                                                                                                                                                |
| Pixel density           | To display optimally on all devices, all images should be adjusted for HDPI. <a href="#">See additional information on screen sizes and pixel density here.</a> |
| Compression             | The compression procedures/formats progressive JPEG / progressive PNG and SVG are perfect for maintaining a low data load of the ad in spite of HDPI.           |

| Technical specification | Specifications                                                                                                                                                                                                               |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Amount                  | Use the triggering of server requests for small images very sparingly. If you want to use numerous small image files (icons, logos), these should either be loaded as CSS sprites or stored directly in the HTML as DataURI. |
| Integration             | In order to serve individual versions of images to the respectively correct device and/or at the respectively appropriate pixel density, we recommend using CSS3 image-set() or 's srcset element (check browser support).   |

## Videos

### Mandatory information

- Ads with video/audio content must, at any given time, include 3 well-visible and immediately clickable buttons (stylised or as text):
- Stop
- Pause/Play
- Audio on/off

| Technical specification   | Specifications                                                                                                                                                                                                                                                                                                          |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Format                    | MP4, optional: WebM, and Ogg (see Browser Support <a href="https://www.w3schools.com/html/html5_video.asp">https://www.w3schools.com/html/html5_video.asp</a> )                                                                                                                                                         |
| Frame rate                | 25 FPS                                                                                                                                                                                                                                                                                                                  |
| Max. file size of a video | <b>Click-to-play:</b> max. 5 MB                                                                                                                                                                                                                                                                                         |
|                           | <b>Autoplay:</b> max. 2,4 MB                                                                                                                                                                                                                                                                                            |
| Integration               | Use the video API of the browser to integrate videos.                                                                                                                                                                                                                                                                   |
| Loading options           | <b>Version Click-to-play:</b> Videos may only be started and played following a user action (clicking on a 'Play' button, swiping to expand the ad). The video file may only be downloaded when the user starts the video or when the 'subload of the ad' has been triggered. Automatic starting of the video without a |

| Technical specification | Specifications                                                                                                                                                                                                                                                               |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | clear action by the user is not permitted.<br><b>Autoplay:</b> The video file may only be downloaded after the 'subload' of the advertisement has been triggered. The audio of the video must be set to 'Off' by default and may only be activated through user interaction. |
| Max. length of spot     | max. 30 s                                                                                                                                                                                                                                                                    |
| Repeated playback       | Video may be played a maximum of 2x. Following that, the video must stop automatically.                                                                                                                                                                                      |

## Non-recommended terms in advertising material

- The terms “**breaking news**” and “**special announcement**” may not be used in advertising material.
- The reason for this is that these terms are used in a journalistic context to indicate urgent, breaking news and to signal a particular urgency. If such terms are used in advertising, this could mislead consumers, as they may assume that it is important, urgent information.
- For this reason, advertisers should refrain from using these terms in all advertising material.

## Labeling as "political advertising"

- Advertisement label in the advertisement as ‘Political advertisement’ in one of the upper corners on the left or right. Font size: The font must be ‘easily legible’. If the font size is smaller than 9px, text will be illegible or blurred on many screens (especially high-resolution mobile phones). Font: sans serif font, e.g. Arial  
High-contrast font colour: Contrast: Ensure high contrast (e.g. black text on a white background) to ensure legibility despite the small size. In addition, the complete transparency notice for political advertising must be displayed on the advertisement with the URL and the information required by EU Regulation 2024/900 in a high-contrast font colour and font size.

## Instream Video

## General

- A lead time of at least **5 business days** prior to the delivery date of the ad applies.
- The email for the ad delivery should include the following information:
  - Customer name, campaign name, campaign schedule, advertising medium, assignment of ads for individual placements and point of contact for questions.
  - Please note that if the delivery of ad content is delayed or does not meet the technical specifications, in order to achieve the contractually agreed goals Ströer Media Solutions reserves the right to delay the campaign by the number of days that the delivery was late.

## Delivery of the video file in raw format (encoding can be done by us) for Pre-Roll, Mid-Roll, Post-Roll and Bumper Ad

- We are happy to encode your video into all relevant advertising formats. All we need is your source file. The source file must have the following properties

| Technical specification | Specifications                                                                                                                            |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Container               | mp4                                                                                                                                       |
| Resolution              | 1280x720 (CCIR601/DV PAL)                                                                                                                 |
| Frame rate              | 25 or 30 frames                                                                                                                           |
| Maximum length          | Bumper Ad 6 sec.   Pre-Roll, Mid-Roll, Post-Roll non-skippable: up to 30- sec.                                                            |
| Audio characteristics   | 48 or 44 kHz, 16 Bit, Stereo                                                                                                              |
| Note                    | The basic material should start immediately in the first frame; black images at the beginning or end of the commercial are not permitted. |

## Delivery of the video file for We are Era (YouTube Artists) Pre-Roll and Bumper Ad.

| Technical specification | Specifications                                                                                                                                              |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Delivery                | Physical or as wrapper URL (only if hosting in Google AdManager or YouTube)                                                                                 |
| Container:              | .mp4                                                                                                                                                        |
| Dimensions              | preferred 1280x720 (Desktop / CTV).                                                                                                                         |
| Maximum length          | Bumper Ad 6 sec., Pre-Roll non skippable up to 20 sec., Pre-Roll skippable 30 sec.                                                                          |
| Framerate               | 25 or 30 frames                                                                                                                                             |
| Audio characteristics   | 48 or 44 kHz, 16 bit, stereo                                                                                                                                |
| Tracking Pixels         | Only Google certificated third party providerws → currently: comScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, Research Now and Google (incl. Ad Manager) |

### Delivery as VAST-Redirect (encoded video file) for Pre-Roll, Mid-Roll, Post-Roll and Bumper Ad.

- We use the VAST version 3.0 protocol (Video Ad Serving Template), an internationally accepted standard of the IAB (Interactive Advertising Bureau / [www.iab.net](http://www.iab.net)) for displaying video ads.

| Technical specification | Specifications                                                                                                                                                                                                                                                                   |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         |                                                                                                                                                                                                                                                                                  |
| Container:              | mp4                                                                                                                                                                                                                                                                              |
| Codec:                  | h264                                                                                                                                                                                                                                                                             |
| dimensions              | preferred 640x360 (MEW / InApp) <b>and</b> 1280x720 (Desktop / CTV). Also similar scales upoin Auch ähnliche Skalierungen nach Absprache möglich, wichtig jedoch dass ein Media File für kleine Screens (MEW / InApp) und eines für große Screens enthalten sind (Desktop / CTV) |
| Bitrate:                | min. 600 kbps up to max. 2.000 kbps (MEW / InApp), min 1.000 kbps up to max. 4.000 kbps (Desktop) and min. 2.500 kbps up to max. 6.000 kbps (CTV)                                                                                                                                |

| Technical specification | Specifications                                                               |
|-------------------------|------------------------------------------------------------------------------|
| Maximum length          | Bumper Ad 6 sec.   Pre-Roll, Mid-Roll, Post-Roll non-skippable up to 30 sec. |
| Framerate:              | 25 frames                                                                    |
| Audio                   | MPEG                                                                         |
| Audio version           | version 1                                                                    |
| Audio profile           | layer 3                                                                      |
| Audio settings mode     | stereo                                                                       |
| Audio bitrate mode      | constant                                                                     |
| Audio bitrate           | 128 Kb/s                                                                     |
| Audio channels          | 2                                                                            |
| Audio sampling rate     | 44,1 KHz                                                                     |