

Specifications

Spot length

- Please refer to the order confirmation for the spot length
- No title slates or blank frames
- ATTENTION: exact booked spot length, i.e. at 10 seconds = 10 s 00 ms (there must not be milliseconds more or less)

Resolution

- 672 x 432 pixels, sRGB
- 576 x 408 pixels, sRGB
- The resolution depend on the city. Please observe the format specifications for each city.

Degree of movement

Only still images allowed

File Format

Managed Service

Video

MP4 or MOV, 25, 29.97 and 30 fps , without audio track.
Codec: uncompressed or h.264 (bitrate min. 30 Mbit/s)
no fields (progressive)

Still image

.jpeg / .png
PowerPoint, InDesign and Flash files cannot be accepted.

Design guidelines & specifications

Vorgaben zur Gestaltung von Werbemitteln

- The measured font height of any depicted font must be at least 30 pixels from the baseline (an exception is made in the font height for legally binding notices: here it is exactly 7 pixels)
- Images that can be confused with traffic lights or traffic signs are not permitted
- Please also note that traffic light colours (signal red/orange/green) may not be used on a large scale in Cologne.

Recommendation for DOOH Creation

- Put key information (e.g. headline, URL, logo) as large as possible
- Limit yourself to a few, essential contents for optimal perception
- Use a clear visual language and little text (70% image / 30% text)
- A URL is best remembered as contact information

Visualization of a motif at different distances

- The fonts in this motif are 47.5 pixels or 30 pixels (minimum font height) high.
- 47.5 pixels are easily readable even from a distance of 75 meters and thus achieve the maximum advertising effect.
- The minimum font height of 30 pixels is barely legible from a distance of 75 meters.
- We recommend making the font and image as large as possible. A large message leads to an optimal advertising impact!
- [Link to image](#)

General instructions for DOOH that must be followed

- Content should be receivable in the booked time
- Content must comply with youth protection guidelines
- Spots must be created exactly in the resolution of the booked advertising medium
- Spot lengths must correspond exactly to the booked time
- Note on the **AI labeling requirement**: As of August 2, 2026, the AI labeling requirements under Article 50 of the AI Regulation will take effect. As a client, please verify whether your AI-generated or AI-modified advertising materials are subject to the labeling requirement under Article 50 of the EU AI Act. The responsibility for compliance with the labeling requirement lies with you as the creator.

Delivery of advertising material

Lead time

All DOOH advertising media must be uploaded for technical and content review at least **5 working days** before the start of the campaign

Format specifications and degree of movement by city

City	Pixel 672x432	Pixel 576x408	Degree of movement
Berlin	x	x	Still image
Bielefeld	-	x	Still image
Bochum	-	x	Still image
Bonn	-	x	Still image
Braunschweig	-	x	Still image
Bremen	x	-	Still image
Chemnitz	x	x	Still image
Dortmund	x	x	Still image
Dresden	x	x	Still image
Duisburg	x	-	Still image
Düsseldorf	-	x	Still image
Emmerich am Rhein	x	-	Still image
Emsdetten	-	x	Still image
Erfurt	x	-	Still image
Erlangen	x	-	Still image
Essen	x	-	Still image
Frankfurt am Main	x	-	Still image
Fürth	x	-	Still image
Gelsenkirchen	x	-	Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Greifswald	x	-	Still image
Hagen	-	x	Still image
Halle (Saale)	x	-	Still image
Hamburg	-	x	Still image
Hannover	x	x	Still image
Heidelberg	x	-	Still image
Herne	x	-	Still image
Ingolstadt	-	x	Still image
Jena	-	x	Still image
Karlsruhe	-	x	Still image
Kassel	-	x	Still image
Kiel	x	x	Still image
Kirchheim unter Teck	-	x	Still image
Kleve	x	-	Still image
Köln	-	x	Still image
Krefeld	x	-	Still image
Landshut	x	x	Still image
Leipzig	x	-	Still image
Magdeburg	-	x	Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Mainz	x	-	Still image
Mannheim	-	x	Still image
Marl (Recklinghausen)	-	x	Still image
Mönchengladbach	x	-	Still image
München	x	x	Still image
Neubrandenburg	x	-	Still image
Neuss	-	x	Still image
Neu-Ulm	-	x	Still image
Nürnberg	x	-	Still image
Oberhausen	x	-	Still image
Offenbach	x	-	Still image
Osnabrück	-	x	Still image
Oyten	x	-	Still image
Paderborn	x	-	Still image
Pforzheim	x	x	Still image
Pfullingen	x	-	Still image
Recklinghausen	-	x	Still image
Remscheid	x	-	Still image
Reutlingen	x	-	Still image

City	Pixel 672x432	Pixel 576x408	Degree of movement
Rheine	x	-	Still image
Schwerin	-	x	Still image
Siegen	x	-	Still image
Solingen	-	x	Still image
Stuttgart	x	x	Still image
Tübingen	-	x	Still image
Ulm	-	x	Still image
Wesel	x	-	Still image
Wetzlar	-	x	Still image
Wolfsburg	-	x	Still image
Wuppertal	x	-	Still image

Programmatic Creative Approval and Caching

[ppv-creative-approval-stroeer.pdf](#)

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:
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