

[Demo](#)

(um eine Live-Demo für einen anderen Publisher zu erhalten, hängen Sie den Parameter `?sdmad=demo=mttpstest` an die URL an).

Spezifikationen Desktop

Top Scroller

[Demo](#)

(to get a live demo for another publisher, append the parameter `?sdmad=demo=mttpstest` to the URL).

TOPSCROLLER



Description

The top scroller is a responsive advertising format that is positioned at the top of the screen and occupies a fixed portion of the immediately visible area. In the Ströer Publisher portfolio, this portion varies between 50% and 80% in height and 100% in width. No fixed pixel size is defined, but the format scales dynamically based on the browser dimensions. In order to achieve the best possible display between the publisher websites, important content (text, logos, CTAs, etc.) should be avoided at the

bottom, as it could be overlaid by publisher elements. Various images, videos and interactive elements can be placed. An interaction arrow or normal scrolling moves the advertising material to the top and it disappears from the viewport.

For the creation of the top scrollers, we offer several options:

1. Production is carried out by the client themselves by delivering the format according to the specifications listed below.
2. Production is handled by Ströer, either using predefined templates or tailored individually based on the client briefing.

For more information about production by Ströer, please contact your designated Ströer representative.

Dimensions

Size: 100% dynamic, the ad creative must adjust in height and width

Width: 100% of the browser width

Height: Varies depending on the publisher. Standard is 80% of the browser height, but it can also be set to 50% of the browser height.

File weight: 400 KB initial + 800 KB on load

File weight with video integration: 400 KB initial + 5 MB on load after user interaction

Video physical delivery

Specification	Requirement
Format	MP4
Encoding	H.264
Framerate	25 fps
Color Depth	32 Bit
Resolution	1280x720

Specification	Requirement
Aspect Ratio	16:9
Max. File Size	50 MB
Max. Spot Length	20 seconds
Audio / Sound	Please comply with the EBU R 128 loudness standard. Audio must be embedded in the video.
Playback	The video must start immediately from the first frame. Black frames at the beginning or end are not permitted.
Black Bars	Please ensure the video does not contain black bars on the sides or top/bottom.

Please note:
Important: Responsive HTML5

The ad creative must be created as responsive HTML5, so the entire content scales and adjusts to the width and height of the window.

File Format

Iframe / JavaScript Redirect (100% dynamic)

or

HTML5 file (100% dynamic)

or

Static (JPEG, PNG)

For bookings exclusively on t-online: 3840x920

For Run of Network bookings, two formats must be provided: 3840x920 and 1920x1080 (16:9); the image will be displayed

centered and in the correct 16:9 aspect ratio.
For bookings on all publishers except t-online: 1920x1080

or

Video MP4 file

If desired, a custom background color can be defined.
Default background color: #000 (black)

For video:

Delivery in 16:9 video format
File format: MP4 video, video source only (video URL)

Delivery

- All ClickCommands and tracking pixels must fully support HTTPs. Make sure that redirects to external servers are executed independently of the protocol (example: //www.andererServer.de).
- Please deliver the advertising material at least **10 working days** before the start of the campaign.

Publisher-specific Specialities

- Important: t-online exception: t-online is an exception in the portfolio as this site only allows 50% height for the top scroller. If your booking includes a playout on t-online, the advertising material must also support a height of 50%.
- Optimal content display: To achieve the best possible display between publisher web pages, avoid placing important content (text, logos, CTAs, etc.) at the bottom, as they could be overlaid by publisher elements.

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](#)