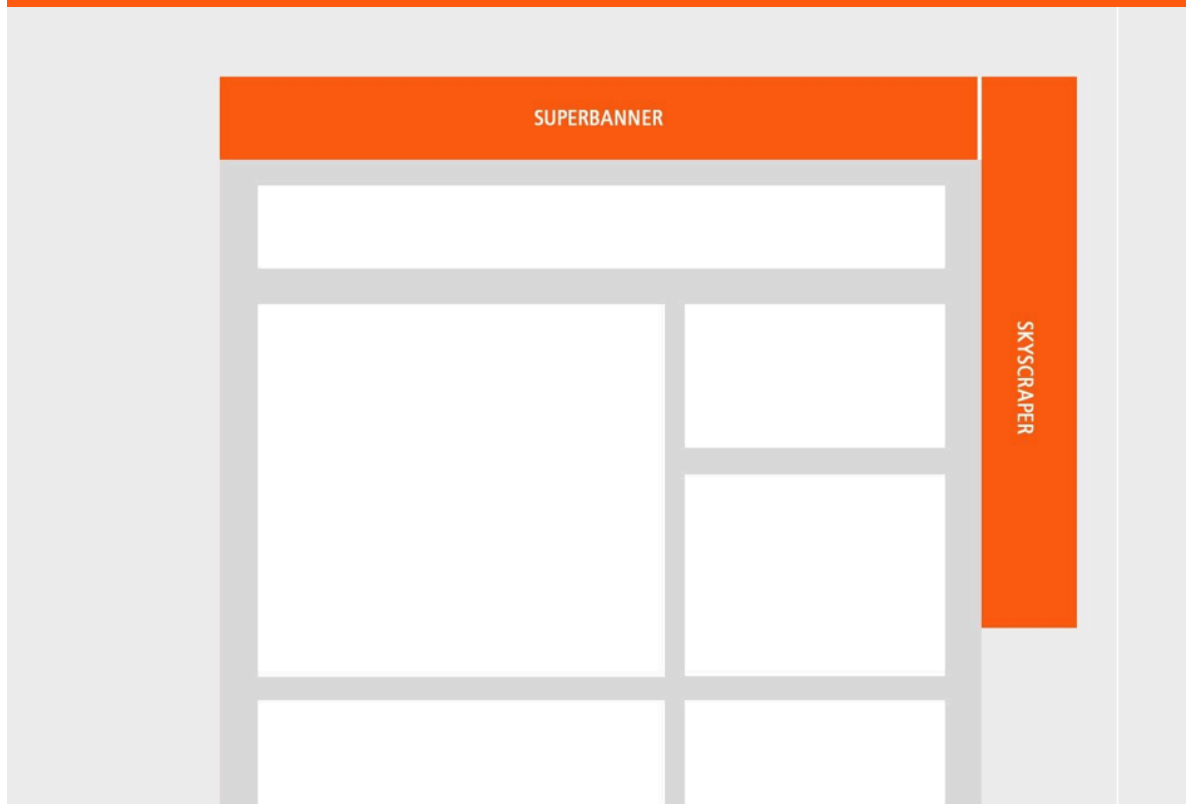




Description

Wallpaper is a large-scale, very prominent advertising format that guarantees you and your message full attention. It represents a combination of an (oversized) super banner and a skyscraper.

Visibility: The skyscraper docks onto the superbanner from the right as standard. It is delivered with a sticky skyscraper as standard.

Dimensions

Standard size for network and channel rotations: Superbanner: 728 x 90 pixels, Skyscraper: 160 x 600 pixels

File Format

File format

- **Physical:** .gif, .jpeg, .png or HTML5
- **Redirect:** Iframe Redirect - one Iframe each for Superbanner and Skyscraper Background colour: We also require the hexadecimal colour code for the optional colouring of the background (example: #ff3B1A). The color may not be transparent or white. (#ffffff).

File Weight

- **Initial (incl. Tracking):** max 150KB
- **Subload (incl. Tracking):** max. 300KB
- **Total (Initial & Subload):** max. 450KB
- **.gif / .jpg / .png:** 40 - 80KB

Publisher-specific Specialities

Some publishers, in addition to the standard size, are also able to implement their own maximum sizes – a list of the respective publishers and their dimensions can be found here:

Publisher	Superbanner	Skyscraper
1000ps.de	max. 1200 x 90 Pixel	max. 200 x 600 Pixel
4players.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
aero.de	max. 980 x 90 Pixel	max. 200 x 600 Pixel
aerokurier.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel

Publisher	Superbanner	Skyscraper
auto-motor-und-sport.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
buffed.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
caravaning.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
caraworld.de	max. 940 x 90 Pixel	max. 200 x 600 Pixel
cavallo.de	max. 1110 x 90 Pixel	max. 160 x 600 Pixel
crossmagazin.de	max. 1010 x 90 Pixel	max. 200 x 600 Pixel
dailydose.de	max. 905 x 90 Pixel	max. 200 x 600 Pixel
druckerchannel.de	max. 990 x 90 Pixel	max. 160 x 600 Pixel
flugrevue.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
freenet.de	max. 1200 x 90 Pixel	max. 300 x 600 Pixel
fussballfieber.de	max. 1100 x 90 Pixel	max. 160 x 600 Pixel
gamesaktuell.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
gamezone.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
kidsgo.de	max. 1100 x 90 Pixel	max. 200 x 600 Pixel
kraloyun.com	max. 1010 x 90 Pixel	max. 200 x 600 Pixel
medpertise.de	max. 980 x 90 Pixel	max. 200 x 600 Pixel
mehr-tanken.de	max. 1100 x 90 Pixel	max. 200 x 600 Pixel
menshealth.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
motor1.com	max. 940 x 90 Pixel	max. 200 x 600 Pixel

Publisher	Superbanner	Skyscraper
motorradonline.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
myfanbase.de	max. 850 x 90 Pixel	max. 200 x 600 Pixel
outdoor-magazin.com	max. 1110 x 90 Pixel	max. 160 x 600 Pixel
pcgames.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
pcgameesshardware.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
pokewiki.de	max. 995 x 90 Pixel	max. 200 x 600 Pixel
promobil.de	max. 1110 x 90 Pixel	max. 200 x 600 Pixel
rallye-magazin.de	max. 1150 x 90 Pixel	max. 200 x 600 Pixel
runnersworld.de	max. 930 x 90 Pixel	max. 160 x 600 Pixel
stadionwelt.de	max. 1100 x 90 Pixel	max. 200 x 600 Pixel
t-online.de	max. 997 x 90 Pixel	max. 200 x 600 Pixel
tierfans.net	max. 1100 x 90 Pixel	max. 160 x 600 Pixel
unnuetzes.com	max. 1100 x 90 Pixel	max. 160 x 600 Pixel
https://vaeter-zeit.de/	max. 1130 x 90 Pixel	max. 200 x 600 Pixel
videogamezone.de	max. 1000 x 90 Pixel	max. 200 x 600 Pixel
watson.de	max. 994 x 90 Pixel	max. 200 x 600 Pixel
webauto.de	max. 920 x 90 Pixel	max. 200 x 600 Pixel
weltfussball.de	max. 728 x 90 Pixel	max. 160 x 600 Pixel

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](#)