



CITY SCREEN

PRODUCT DATA SHEET

Version: December 2019



CITY SCREEN
1080 × 1920 pixel

Campaign media · digital

01 Technical Specifications

Ad length: 10 seconds
Video data: .mp4, .mov, 25 fps (progressive), no audio, bitrate **at least 30 Mbit/s**
Still image: .jpg, .pdf, .png, .bmp, .tif, .eps, .psd (Office, InDesign and other file formats cannot be accepted.)
Color profile: sRGB

02 Design Guidelines

Please make sure the content is easily grasped by the public within the booked running time.
Content has to conform with the youth protection guidelines.
Both static images as well as cinemagraphs are permissible. (see page 2)

03 Data Handling

Handling fee
per advert and medium: € **300**

When delivering multiple adverts which are to be aired according to specific values (by date, region, time-of-day, etc), please also attach a detailed distribution list.
Supply deadline for ready-to-go designs: **10 business days** before start of placement.

Prices quoted do not include VAT. We reserve the right to double our motif-handling costs, if data is delivered two days or less before the booked campaign start.

Advice and Data Handling

North:
Christopher Reif
phone: +49 89 . 41 41 77-209
produktion.nord@stroeer.de

East:
Veronika Becker
phone: +49 89 . 41 41 77-147
produktion.ost@stroeer.de

South:
Christopher Schneider
phone: +49 89 . 41 41 77-238
produktion.sued@stroeer.de

Southwest:
Katrin Just
phone: +49 89 . 41 41 77-254
produktion.suedwest@stroeer.de

West:
Patrick Adam
phone: +49 89 . 41 41 77-208
produktion.west@stroeer.de



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Hair blowing in the wind



Flowers move in the wind

Cinemagraph

Cinemagraphs are pictures that are »alive«, in which selected areas of the picture move: A combination of still image and video elements. The moving details in the picture are accentuated, leaving a lasting impression.

Specifications

- No text animation
- No fading in and out of layout elements
- Slow and unobtrusive movements
- Only a small section of the design may be animated

We reserve the right to reject designs that do not meet these requirements.

Recommendations

- Make the key information (headline, URL, logo) as large as possible
- Confine your content to a few essential pieces of information in order to grab the greatest attention
- Use clear imagery and use text sparingly (70 % image / 30 % text)
- Include a URL for contact information
- The viewer must be able to absorb the content in the time the ad runs

You'll find examples at stroer-mediacreation.de/referenzen



Motif „Breakfast“
6 – 12 h



Motif „Lunch“
12 – 18 h



Motif „Dinner“
18 – 24 h

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FULL SERVICE

STRÖER MEDIA CREATION

Version: December 2019

We offer you the entire range of premium advertising media design and production: The adaptation of your existing advertising media for our digital and analog media, professional realization and design of your own ideas, and our full range of services, from the idea to the final design. You'll find examples at stroer-mediacreation.de/referenzen

ADAPTATION

You have **appropriate advertising material**? We adapt your material to the Ströer media type booked.

Price per advert

€ **500**

Adaptation to several media types and formats on request

CREATION

You have an **idea** and the **material** to go along with it (photo, video, art-work, etc.)? We use this to create and produce your digital or analog ad.

Price per advert

€ **800**

Adaptation to several media types and formats on request

CONCEPT

When creating your ad, we also supply a **bright idea** for your message – elegant, attention-grabbing and tailored to any type of media.

Price per advert

€ **1,400**

Adaptation to several media types and formats on request



We would be very happy to make you an individual offer for our special **photo, video** and **3D** services.

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