



PUBLIC VIDEO

PRODUCT DATA SHEET

Version: December 2019



INFOSCREEN
1920 × 1080 pixel



STATION VIDEO
1080 × 1920 pixel



MALL VIDEO
Portrait format: 1080 × 1920 pixel
Landscape format: 1920 × 1080 pixel

Campaign media · digital

01 Technical Specifications

Spot length: please find the spot length in the respective order confirmation
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.)
Colour 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.

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

National

Yoram Bannert
phone: +49 89 . 41 41 77-165
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Laura Schroll
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Regional

Christoph Flaucher
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PUBLIC VIDEO ADVERT DISTRIBUTION

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Opportunities for individual advert distribution

You can organise the playout of specific adverts, for example:

- at specific locations (state, city, trainstation, or mall)
- during specific hours of the day or specific weekdays



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, artwork, 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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