



SUPER MOTION

PRODUCT DATA SHEET

Version: December 2019



SUPER MOTION HAMBURG

1800 × 1200 pixel



SUPER MOTION DUSSELDORF

1080 × 1920 pixel



SUPER MOTION COLOGNE/MÜNSTER

1080 × 1920 pixel

Campaign media · digital

01 Technical Specifications

Ad length: Exclusive Ad booking: 10–60 seconds, Exclusive Split booking: 10–30 seconds
Video data: .mp4, .mov, 25 fps (progressive), no audio, bitrate **at least 30 Mbit/s**
Still image: .psd, .jpg, .bmp, .tif, .pdf, .png, .eps (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 (FSK 0).
We recommend airing at least two individual adverts.

03 Data Handling

Handling fee
per advert and site: € **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

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Option 1



Option 2

Time Sponsoring · Campaign media · digital

01 Technical Specifications

Length: The advert time is five seconds.
 Video data: .mp4, .mov, 25 fps (progressive), no audio, bitrate **at least 30 Mbit/s**
 Data files: .jpg, .pdf, .png, .bmp, .tif, .eps, .psd Logos as a vector file or .png with a transparent background
 Colour profile: sRGB

02 Design Guidelines

With both variants the position of the clock is freely selectable. Please consider the corresponding position in your layout.
Option 1: You can submit a logo, URL and background of your choosing.
Option 2: The clock face has its own unique design. Through the use of HTML-programming the following (and more) can be dynamically displayed: time, date, day of the week, temperature etc. The positioning of the clock face has to remain static throughout.

03 Implementation Fee

Option 1:
 per advert and site: € **500**

Delivery deadline: **10 working days** before booked campaign start

Option 2:
 per advert and site: € **2,500**

Delivery deadline: **20 working days** before booked campaign start

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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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