



ROADSIDE SCREEN PRODUCT DATA SHEET

Version: December 2019



Campaign media · digital

01

Technical
Specifications

Ad length: 10 seconds
Cinemagraph: .mp4, .mov, 25 fps (progressive), bitrate **at least 30 Mbit/s**
Still image: .jpg, .pdf, .png, .psd
Color profile: sRGB

The dpi value is not relevant for this digital advertising device. If your editing software requires a dpi value, use 72 dpi.

02.1

Still Image

You can advertise with a **still image** here:

1344 x 864 pixel: Hanover, Landshut, Dresden

1152 x 816 pixel: Düsseldorf, Ingolstadt, Cologne, Marl, Neuss, Osnabrück, Solingen

02.2

Cinemagraph

You can advertise with a **still image** or a **cinemagraph** here:

1344 x 864 pixel: Bremen, Erfurt, Essen, Kiel, Krefeld, Mainz, Wuppertal, Oberhausen

1152 x 816 pixel: Bielefeld, Bochum, Bonn, Chemnitz, Hagen, Hamburg, Karlsruhe, Kirchheim, Magdeburg, Recklinghausen, Pforzheim, Schwerin, Tübingen, Ulm, Wetzlar, Wolfsburg

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

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Layout

Specifications

- Every font must **measure at least 60 pixels** in height from the baseline (exception: font height for required legal information: exactly **14 pixels**)
- Images that can be confused with traffic lights or traffic signs are not permitted.
- Design content must comply with the guidelines on the protection of minors (in Germany: FSK 0)

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 a sample visualization on page 3.

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

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.



Cinemagraph:
Berries and fruits move
in the direction of the
ice cream cones.

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Visualization of a design at various distances.

The type in this design is 95 and 60 pixels high (minimum type height). Type in 95 pixels is easy to read from a distance of 75 meters, achieving the maximum advertising effect. The minimum type height of 60 pixels is difficult to read from a distance of 75 meters. We recommend making the type and image as large as possible. A large message achieves the greatest advertising effect!





FULL SERVICE

STRÖER MEDIA CREATION

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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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