

Ströer SSP publisher criteria

Publishers wishing to advertise on Ströer SSP need to meet certain quality criteria.

1. Traffic

- The website should get more than 200 page impressions per day and ad format.
- This traffic must be from actual visitors, automatic systems (robots) that generate page visits or clicks are inadmissible.
- Automatic reloads of the website are prohibited.
- Website calls from pop-under/pop-up or layer campaigns are inadmissible.
- Sites that pay users for clicking banners etc. (paid4, forced clicks) are not admissible.
- Only all-German-language traffic is admissible.

2. Layout

- A maximum of four ad spaces can be shown per displayed page. They should be in the immediately visible area (1280x1024 in standard resolution).
- Ads sharing the same screen should be in different formats.
- Each ad code can be called just once per HTML page.
- Ads may not be placed directly next to or over one another.
- There should be a healthy ratio of editorial content to advertising.
- Advertising should not go under the actual content or under the graphic framework of the website.
- The correct placement specifications must be given for each ad space. Centrally placed ads must be 75 percent within the visible area.
- Banner farms are not permitted.
- At a standard resolution of 1028x1024 horizontal scrolling should not be necessary. Most importantly, ads should not be outside of the visible area to the right.
- The layout and functionality of the site must be assured with the most common browsers (Google Chrome, Mozilla Firefox, Internet Explorer, Safari).

3. Website content

- Websites must offer real own content and navigation.
- Websites must have proper corporate information.
- Websites should make a professional impression. Incomplete sites or sites under construction are not permitted.
- Website content must be in German. Categorizing visitors by country by IP and serving ads accordingly is not permitted.
- All website content must be regularly edited and kept updated.
- Websites with erotic, racist, politically incorrect or disparaging content are not permitted.
- Filesharing, webhosters etc. are not permitted.

4. Code integration

- The HTML code provided by Ströer SSP for an ad space must be used unchanged.
- Banners can be integrated only directly on the website registered with Ströer SSP. Codes may not be passed on or used on other websites.

Our support hotline is available to answer questions about publisher criteria.

Ströer SSP Support 0800 – 237 22 53 (toll-free)

info@stroeer-ssp.de

Monday-Friday

9:00 am - 6:00 pm