



PUBLIC VIDEO

PRODUCT DATA SHEET

Version: March 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

Video data: .mp4, .mov, 25 fps (progressive), no audio, bitrate **at least 30 Mbit/s**
Spot length: please find the spot length in the respective order confirmation
Still image: .psd, .jpg, .bmp, .tif, .pdf, .png, .eps (PowerPoint, 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.
Delivery deadline: **10 working days** before booked campaign start.

All shown prices are excluding German 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
e-mail: produktion@stroeer.de

Laura Schroll
phone: +49 89. 41 41 77-161
e-mail: produktion@stroeer.de

Regional

Christoph Flaucher
phone: +49 89. 41 41 77-247
e-mail: produktion.regional@stroeer.de



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: March 2019

Our Media Creation Team can offer you the entire **range of advert creation**, ranging from the adaptation of your existing adverts to our digital and analogue advertising media, to professional conceptualisation & creation. Whether you require one or the other, the team is ready to support you in getting your advert onto our media as quickly as possible.

ADAPTATION

You already **have an advert?**
We can adapt this to fit the booked Ströer playout medium.

Price per advert

€ **500**

Adaptation for additional digital & analogue media upon request

CREATION

You have an **idea/concept of your advert** as well as **relevant material** (photos, videos, text elements)? We can use this to create your digital or analogue advert.

Price per advert

€ **800**

Adaptation for additional digital & analogue media upon request

CONCEPT

Our team will deliver the **perfect concept for your campaign**, guaranteed to garner the wanted attention.

Price per advert

€ **1,400**

Adaptation for additional digital & analogue media upon request

Additionally, we also offer services in areas such as **photography & videography** as well as **3D animation**. Don't hesitate to contact us for a price quote.



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