



# CITY SCREEN

## PRODUCT DATA SHEET

Version: January 2020



**CITY SCREEN**  
1080 × 1920 pixel

### Campaign media · digital

#### 01 Technical Specifications

Ad length: 10 seconds  
Video data: .mp4, .mov, 25 fps (progressive), no audio, no audio track, **bit rate min. 30 Mbit/s**  
Still image: .jpg, .pdf, .png, .bmp, .tif, .eps, .psd (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.  
Design content must comply with the German guidelines on the protection of minors (FSK 0).  
Both static images as well as cinemagraphs are permissible.

#### 03 Design Handling

Handling costs per design and media: € **300**

If you have several designs and transmission variants (by time, geography, special advertising forms), we require design instructions from you.  
Delivery deadline for ready-to-go designs: **10 business days** before start of placement.

All prices exclusive of VAT. Charges double for handling designs delivered less than two days before the placement date.

### Advice and Data Handling

#### National

Yoram Bannert  
Fon: +49 89. 414177-165  
produktion.rss@stroer.de

Elisabeth Vogt  
Fon: +49 89. 414177-249  
produktion.rss@stroer.de

#### Regional

Veronika Becker  
Fon: +49 89. 414177-161  
produktion.rss@stroer.de

Christoph Flaucher  
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produktion.rss@stroer.de



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Hair movement

Hair blowing in the wind



Flower dance

Flowers move in the wind

## 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.

## 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.

## 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 is running

You'll find examples at [www.stroeer-direkt.de/mediacreation-referenzen](http://www.stroeer-direkt.de/mediacreation-referenzen)



Design „Breakfast“  
6 – 12 h



Design „Lunch“  
12 – 18 h



Design „Dinner“  
18 – 24 h

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per design and media:

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# 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 [www.stroer-direkt.de/mediacreation-referenzen](http://www.stroer-direkt.de/mediacreation-referenzen)

## ADAPTATION

You have suitable advertising material?  
We **adapt your material** to the Ströer media type booked.

Price per design

€ **500**

Adaptation for several media formats on request

## CREATION

You have **an idea and the material** to go along with it (photo, video, artwork, etc.)? We'll create and produce your digital or analog ad for you.

Price per design

€ **800**

Adaptation for several media formats on request

## CONCEPT

When creating your ad, we also supply a **bright idea** for your message – stylish, attention-grabbing and tailored to any type of media.

Price per design

€ **1,400**

Adaptation for several media formats on request



We would be very happy to make you an individual offer for our special **photo, video and 3D** services.

Advice and  
Data Handling

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