



DIGITAL MOTION TOWER

MEDIA PRODUCTION

Update: July 2024



Digital · Campaign media

01 File Format

Ad length: 10 seconds
Data: **3 screens per tower** 1152 × 1024 pixels (please see page 2 for more details)
Video: .mp4, 25 fps (progressive), no audio track, bitrate **mind. 30 Mbit/s**
Still image: .jpg, colorprofile: sRGB, if required by the programme: 72 dpi.

02 Content

Design content must comply with the German guidelines on the protection of minors (FSK 0).
Motif content must be free of political and religious expressions of opinion.
We reserve the right to reject motifs that have no direct reference to the client or their products or do not comply with the specifications.
If the advertising material does not meet the specifications listed, minor adjustments may be made by Ströer Media Creation.

03 Distribution

Use different design variants in your booking very individually, for example:

- at different locations
- over different times of day, periods of time or days of the week
- for different target groups

04 Design Handling

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

All prices are subject to VAT.

Delivery deadline: **10 working days before the start of the campaign**, including the desired design scheduling.



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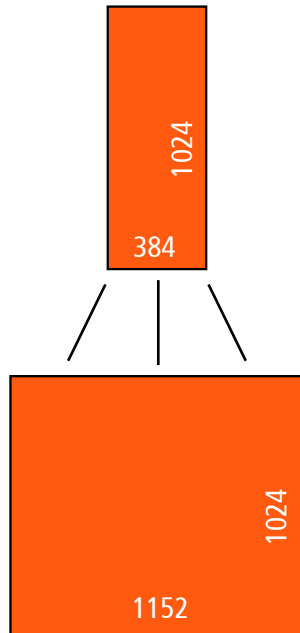
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Motif display variants and technical parameters (3-screen-occupancy)

Version 1

Same motif on all sides

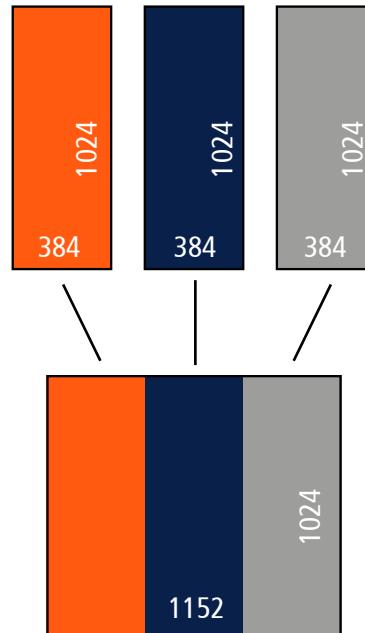
creation: 1 Motif 384 × 1024 pixels
delivery: 1 Motif 1152 × 1024 pixels



Version 2

Each page shows a different motif

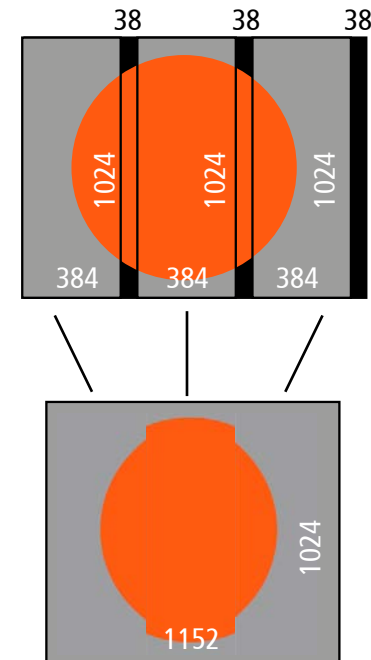
creation: 3 Motives 384 × 1024 pixels
delivery: 1 Motif 1152 × 1024 pixels



Version 3

As a column with a surrounding motif

creation: 1 Motif 1266 × 1024 pixels
delivery: 1 Motif 1152 × 1024 pixels



The intermediate bars (38 pixels) of the image motif are not broadcast, but they are still essential for a perfect overall optical impression and should be included in the design.

Note:
Due to the design of the advertising medium, we do not recommend placing optical details and text blocks in the intermediate bridge area!



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Animation:
Logo is emphasised by an effect
Lemonade bottle falls into the picture

Design possibilities with indoor advertising media

- Advertising media that are optimally tailored to the Digital Motion Tower exploit their full potential and reach more people.
- Keep it short and simple: make texts and images large and reduce to the core message.
- Make the text and logo visible over the entire duration of the spot and emphasise them with highlight effects.
- The animation of image elements makes your advertising material unforgettable.

A mandatory **minimum font height of 40 pixels (legal text exactly 7 pixels)** applies to **Digital Motion Tower**.



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.

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: **each € 150**

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: **each € 240**

CONCEPTION

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

Price upon request

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**.



DELIVERY & CONSULTATION

CREATIVE PROJECT MANAGEMENT

You have questions about delivery or would like to commission us with a creation? You can reach us by phone at **+49 89 . 41 41 77-271**.
We would be happy to help you!



Timo Buchberger
Senior Creative Project Manager



Lucius Brombeis
Creative Project Manager



Sophie Lehner
Creative Project Manager



Florian Sold
Creative Project Manager



Romy Stölzel
Creative Project Manager

Delivery

Finished advertising materials can be send to produktion@stroeer.de

Delivery deadline: **10 working days before the start of the campaign** including the desired design scheduling.

Creation

Send us your creation request to produktion.kreation@stroeer.de

The briefing and the required data such as logo etc. must be delivered at least **15 working days before the start of the campaign** including the desired design scheduling.