



PUBLIC VIDEO

CITY TOWER

Update: October 2023



Media production · digital · Campaign media

01 File Format

Ad length: 10 seconds
Data: 336 × 1092 pixels
Video: .mp4, 25 fps (progressive), no audio track, bit rate **min. 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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Special feature of the outdoor advertising media

Our Public Video City Towers are located next to the street and are often seen from a moving car. Your advertising message should therefore be comprehensible within 3 seconds.

Design possibilities with outdoor advertising media

- Advertising media that are optimally tailored to the City 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 30 pixels (legal text exactly 7 pixels)** applies to **Public Video City Tower**.



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



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Texts with the specified **minimum font height of 30 pixels** are readable from a distance of 10 m.

With a font height of 50 pixels, your message is already effective from a distance of 30 m!

The font height is measured from the baseline to the height of the highest letter. Please note: The measured font height often does not correspond the font size in points specified by the programme.

30 px measured Heading



To achieve optimal visibility



FULL SERVICE

STRÖER MEDIA CREATION

Update: October 2023



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
Creative Project Manager



Sophie Lehner
Creative Project Managerin



Florian Sold
Creative Project Manager



Steve Welz
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.