



# PUBLIC VIDEO

## SYLT

Update: July 2024



### Media production · digital · Campaign media

#### 01 File Format

Ad length: 10 seconds  
Data: 1080 × 1920 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). The Design's content must be free of political and religious expressions of opinion. For optimal readability, we recommend a **font height of 60 pixels**. 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.



# 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

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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](mailto: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](mailto: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.