



PUBLIC VIDEO CITY

Update: June 2025



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).
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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05 Media

City	Media-Typ	Minimum font height	Restrictions of movement
Aachen, Berlin, Bochum, Dortmund, Dresden, Dusseldorf, Essen, Frankfurt am Main, Hamburg, Cologne, Leipzig, Munich, Münster, Nuremberg	PV City Window		Motion Picture, Animation, Cinemagraph and Still image possible
Aachen, Bielefeld, Bocholt, Bonn, Bottrop, Braunschweig, Bremerhaven, Darmstadt, Duisburg, Essen, Erfurt*, Gelsenkirchen, Hagen, Halle (Saale), Heidelberg, Ingolstadt, Kamp-Lintfort, Kassel, Kiel, Krefeld, Leipzig*, Lippstadt, Magdeburg, Minden, Neuss, Offenbach am Main, Paderborn, Pforzheim, Quickborn, Remscheid, Schwerin, Stuttgart, Ulm, Wetzlar, Witten, Wolfsburg, Wuppertal	PV City		Animation, Cinemagraph and Still image possible
Aachen	PV City Flag	40 (legal text at least 18)	
Erfurt**, Frankfurt am Main, Leipzig**, Münster, Siegen, Tübingen, Würzburg	PV City		Cinemagraph and Still image possible
Leipzig, Münster	PV City Flag	40 (legal text at least 18)	
Hanover	PV City		only Still images

*city center locations, ** street-locations



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



Cinemagraph:
gentle movement of
lemons and herbs



Special features of indoor and outdoor media

Indoor media are located in buildings. Due to the local conditions, the highest level of motion (video or moving images) is possible.

In many cities, outdoor installations with a **cinemagram** are allowed. be equipped with. In some cities, there is even a **slow-motion video** or a **- Animation** allowed. Hannover is an exception with only still images.

Unlike the often full-surface animations, **cinemagraphs** are living images in which only selected areas move: a combination of still images and video elements. The moving details within the image are emphasized and make the image an unforgettable highlight. Use the design possibilities to your advantage!

For **outdoor media**, we recommend a **minimum font** size to ensure readability. to ensure quick receptivity while maintaining distance from the medium.

Motion Level on Ströer Media

Motion Picture	<ul style="list-style-type: none">• full range of motion in HD video quality
Animation	<ul style="list-style-type: none">• Slow Motion Video sequences• max. 2 full-surface soft blends• Highlight effects for text and image elements• Fade in and fade out of layout elements
Cinemagraph	<ul style="list-style-type: none">• Only slow and discreet movements (loops possible)• Only movements in a clear image section• No fading in and out of layout elements
Still Image	<ul style="list-style-type: none">• No movement



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.