



PUBLIC VIDEO GIANT

INDOOR · OUTDOOR

Update: June 2025



Media production · digital · Campaign media

01 File Format

Ad length: 10 seconds, 10-20 seconds for the screen with the dimensions 576 × 1584 pixels
Data: next page; Please refer to the order confirmation for the booked advertising medium.
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 Advertising medium

Indoor

City

Resolution in pixels

Restrictions of movement

Dusseldorf, Cologne, Muenster, Nuremberg

1080 × 1920

Hamburg

1620 × 1080

Munich Stachus main exit

3200 × 640

Munich Stachus side exit

1920 × 1080

Berlin, Essen, Freiburg, Stuttgart

1920 × 1080

Airport Dusseldorf all screens expect at

1920 × 1080

Knickboard Gate A – Level 1, central exit A

1920 × 1080

Full video and
Still image possible

Full video and
Still image with special
design parameters possible on page 3



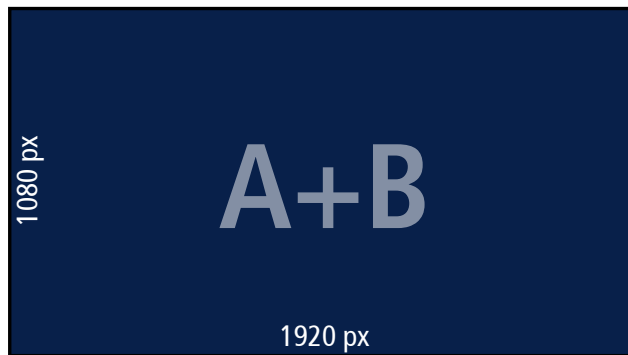
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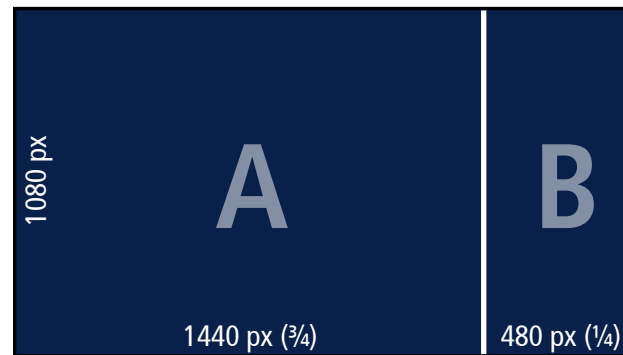


Knickboard at Dusseldorf Airport (Gate A – Level 1, central exit A)

The so-called knickboard at Gate A in the arrivals area is a special feature that you should take into account when designing your motifs for this area: This screen is divided in a 3:1 ratio and runs over an outside corner. The surface is visually slightly interrupted, but with only one File recorded in Full HD.



Motive delivery
1920 × 1080 pixels



Motive play
1920 × 1080 pixels



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05 Advertising medium

Outdoor

City	Resolution in pixels	Minimum font height in pixels	Restrictions of movement
Duisburg, Dortmund	1080 × 1920	80 (legal text exactly 28)	Animation, Cinemagraph and Still image possible
Dusseldorf all screens except at Graf-Adolf-Str. / Berliner Allee	1080 × 1920 576 × 1584	80 (legal text exactly 28) 40 (legal text exactly 14)	
*Essen Limbecker Platz	1080 × 1920	80 (legal text exactly 28)	
Hamburg all screens except at Hamburger Meile	1080 × 1920 1920 × 1080	80 (legal text exactly 28) 80 (legal text exactly 28)	
Stuttgart all screens except at	1080 × 1920	80 (legal text exactly 28)	
The Green Berlin	1620 × 1080	80 (legal text exactly 28)	Cinemagraph and Still image possible
*The Green Dusseldorf	1620 × 1080	80 (legal text exactly 28)	
Bremen, Dresden, Kiel	1080 × 1920	80 (legal text exactly 28)	
Dorsten, Oberhausen	1920 × 1080	40 (legal text exactly 14)	
Essen all screens except at *Stuttgart Karl-Pfaff-Str.	1080 × 1920 1080 × 1920	80 (legal text exactly 28) 80 (legal text exactly 28)	
Munich all screens except at Leuchtenbergring	1080 × 1920 1920 × 1080	80 (legal text exactly 28) 80 (legal text exactly 28)	only Still images
GreenGate Munich mit 2 Screens Rosenheimer Str.	je 672 × 432	40 (legal text exactly 14)	

*Notes highlight differences in design instructions within cities

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



Cinemagraph:
Lemons and herbs
move gently

Special feature of outdoor advertising media

Special feature of outdoor advertising media In many cities (see 05 Advertising medium), designs on outdoor installations are allowed to have a **cinemagraph**. In some cities, **animation** is even permitted. In contrast to the often full-surface animations, cinemagraphs are living images, in which only selected areas move: a combination of still image and video elements. The moving details within the image are emphasised. Make use of the design possibilities!

For **Public Video Giant** a mandatory **minimum font height** applies here (05 Advertising medium).

Design possibilities on outdoor advertising media

Animation

- max. 2 full-surface soft blends
- Highlight effects for text and image elements
- Fade in and fade out of layout elements

Cinemagraph

- Only slow and discreet movements
- Only movements in a clear image section
- No fading in and out of layout elements

Still Image

- No movement



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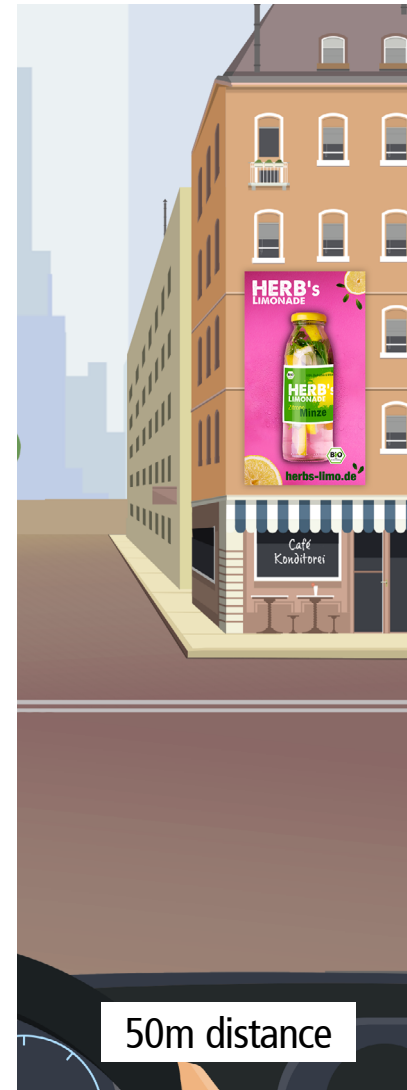
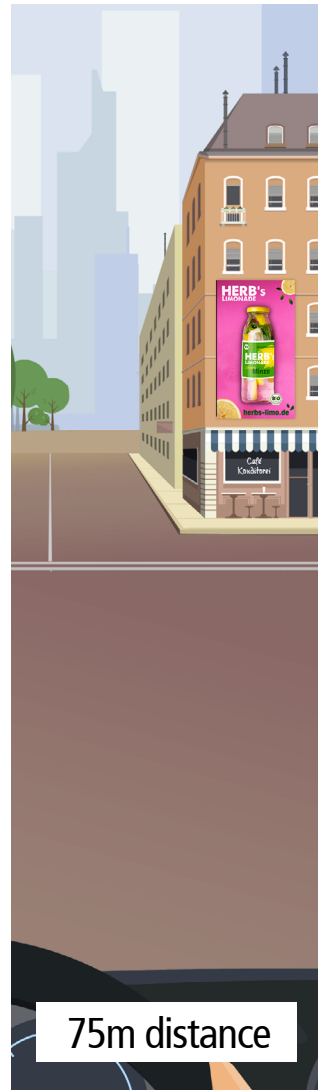
To achieve optimal visibility

Texts with the specified **minimum font height** (see 05 Advertising medium) are readable from a distance of 25 m.

With a taller font height your message is already effective from a distance of 75 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.

80 px **measured Heading**



100 px



80 px



FULL SERVICE STRÖER MEDIA CREATION

Update: June 2025



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.