



# DIGITAL POSTER

## MEDIA PRODUCTION

Update: October 2023



### City-Light-Poster on Digital Poster · Campaign media

#### 01 File Format

Data: 1080 × 1920 pixels  
Still image: .jpg, Colorprofile: sRGB, if required by the programme: 72 dpi.

As an alternative to the full screen motif, a digital 4/1 motif with 1080 × 1604 pixels can also be used, which is the equivalent to the CLP print data aspect ratio. The 4/1 motif is filled with a grey bar (at the bottom) and slightly scaled.

#### 02 Content

The specifications regarding motif approval are based on the contract partner's specifications, same as for the City-Light-Poster. 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 Design Specifications

Content design: For passing-by-media, little content, displayed large and bold, works best. Too many elements cannot be comprehended by the viewer. The number of motif variants on Digital Poster, are identical to those on City-Light-Poster. In the ShoppingNet digital poster network offer, the maximum number of motif variations is limited to three.

Ad length & Payout: 5 seconds still image with at least 720 insertions per day

#### 04 Design Handling

The number of Digital Posters may vary due to installation and deconstruction. Customers can see the number of Digital Posters booked on the order confirmation. A Standalone booking of the Digital Posters without City-Light-Poster or Premium-City-Light-Poster is not possible. Purely digital bookings are possible via Public Video or ShoppingNet. The requirements regarding the approval of motifs are the same as to those for the City-Light-Poster. If the design for Digital Posters is rejected, the digital locations will be cancelled by the Campaign Management and replaced by analogue City-Light-Poster as best as possible. In the event of a rebooking due to a lack of approval of the motif for Digital Posters, Campaign Management will inform the agency. For Digital Poster, the current technical costs and deadlines apply in the same way as for City-Light-Poster (poster media).



# 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  
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.