



DIGITAL POSTER

MEDIA PRODUCTION

Update: October 2023



Mega-Light on Digital Poster · Campaign media

01 File Format

Data: 672 × 432 pixels and 576 × 408 pixels
Still image: .jpg, Colorprofile: sRGB, if required by the programme: 72 dpi.

02 Content

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

Minimum font height: 30 pixels (legal texts exactly 7 pixels. Text is legible at 7 pixels, unrecognizable below 5 pixels.)
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 Mega-Light. Several important contents can be divided into up to three motifs and shown in rotation.
Playout: at least 360 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 Mega-Light is not possible. Purely digital bookings are possible via Public Video. The requirements regarding the approval of motifs are the same as to those for the Mega-Light. If the design for digital posters is rejected, the digital locations will be cancelled by the campaign management and replaced by analogue Mega-Lights 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 Mega-Light (poster media).



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To achieve optimal visibility

Texts with the specified **minimum font height of 30 pixels** are readable from a distance of 50 m.

With a font height of approx. 50 pixels, 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.

30 px **Heading**





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Adaptation Mega-Light to Digital Poster

Please note the following when adjusting the motif:

- Format adjustment to 672 × 432 pixels and 576 × 408 pixels
- Adjustment of the font to the mandatory **minimum font height of 30 pixels** (legal text exactly 7 pixels)
- Reduce the content to the core message
- Refrain from detailed, small graphics and images, instead work with striking images.

Mega-Light



Digital Poster





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.