



PUBLIC VIDEO CITY

Update: December 2023



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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Cinemagraph:
gentle movement of
lemons and herbs



Special feature of outdoor advertising media

High attention in the middle of the pedestrian zone: Public Video City places your advertising message at eye level directly at the point of sale and turns the mobility of the city into your audience. Various studies prove that you can create eye-catchers with **animations and videos** can create eye-catchers. Exceptions are the cities of Hannover, Tübingen and Siegen. Here: continue the previous forms of play.

With attention-grabbing **cinemagrams** that can be shown alongside still images, Public Video City attracts even more attention. **Cinemagrams** are living pictures in which only selected areas move: a combination of still images and video elements. The moving details make your motif an unforgettable highlight.

Utilise the **design possibilities on Public Video City** with:

- Video sequences in slow motion (e. g.: time extension with 400 %)
- Animation with max. 4 soft insertions of elements, max. 2 soft full-surface fades (e. g.: transition time of 0.3 seconds)
- Cinemagram (still image with slowly animated image areas, the movement could repeat itself as a loop)
- Highlight effect for text and image elements
- Still image



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
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.