



# PUBLIC VIDEO

## ROADSIDE

Update: March 2024



### Media production · digital · Campaign media

#### 01 File Format

Ad length: 10 seconds  
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

City	Resolution in pixels	Minimum font height	Restrictions of movement
Dusseldorf, Hamburg	576 × 408	30 pixels (legal text exactly 7 pixels)	Animation, Cinemagraph and Still image possible
Cottbus, Bremen, Dortmund, Duisburg, Emmerich am Rhein, Erfurt, Erlangen, Essen, Gelsenkirchen, Greifswald, Halle (Saale), Herne, Kleve, Krefeld, Leipzig, Mainz, Moenchengladbach, Neubrandenburg, Oberhausen, Offenbach, Oyten, Paderborn, Remscheid, Remseck am Neckar, Rheine, Reutlingen, Siegen, Steinbach (Taunus), Wesel, Wiesbaden, Wuppertal	672 × 432		Cinemagraph and Still image possible
Bielefeld, Bonn, Braunschweig, Chemnitz, Datteln, Emsdetten, Hagen, Karlsruhe, Kassel, Kirchheim, Magdeburg, Neu-Ulm, Pforzheim, Recklinghausen, Schwerin, Tübingen, Ulm, Wetzlar, Wolfsburg	576 × 408		only Still images
Berlin, Bochum, Kiel, Landshut, Stuttgart	672 × 432 and 576 × 408		
Dresden, Heidelberg, Nuremberg	672 × 432		
Fürth, Ingolstadt, Jena, Cologne, Mannheim, Marl, Neuss, Osnabrück, Solingen	576 × 408		
Hannover, Munich	672 × 432 and 576 × 408		



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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!

A mandatory **minimum font height of 30 pixels** applies to **Public Video Roadside**.

Images that can be confused with traffic lights or traffic signs are not permitted. Please also note that, in Cologne, traffic light colours (signal red/orange/green) may not be used over a large section of the design.

## Design possibilities on outdoor advertising media

Animation	<ul style="list-style-type: none"><li>• max. 2 full-surface soft blends</li><li>• Highlight effects for text and image elements</li><li>• Fade in and fade out of layout elements</li></ul>
Cinemagraph	<ul style="list-style-type: none"><li>• Only slow and discreet movements</li><li>• Only movements in a clear image section</li><li>• No fading in and out of layout elements</li></ul>
Still Image	<ul style="list-style-type: none"><li>• No movement</li></ul>



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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**





# 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

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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

### 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.