DOOH

PUBLIC VIDEO
TRAIN

Update: April 2024

HANNOVER STADTBAHN
4:3 aspect ratio
1024 × 768 pixels

HAMBURG S-BAHN
4:3 aspect ratio
1440 × 1080 pixels

KARLSRUHE TRAM
4:3 aspect ratio
1440 × 1080 pixels

HAMBURG U-BAHN
4:3 aspect ratio 1440 × 1080 pixels
16:9 aspect ratio 1920 × 1080 pixels

MUNICH S-BAHN
16:9 aspect ratio 1920 × 1080 pixels

Media production · digital · Campaign media

01 File Format

Ad length: **network allocation:** up to 20 seconds (depending on booked spot length)
                  stop advertising: 7 seconds (min. 5 sec. still image shown = 7 sec. systemic booking)
Data: see above; 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

If a stop advertising is booked, only still images can be used.
In **Karlsruhe** only display of still images and video with weekly network allocation and no stop advertising possible.

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.

STRÖER

FULL SERVICE
STRÖER MEDIA CREATION

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, professionalrealization 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

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.

STRÖER