

ADVERTISING SPECIFICATIONS

Advertising at WetterOnline



wetteronline.de/werben

wetteronline

General information

In order to ensure the punctual start of the campaign, the advertising material must be sent three working days prior to the start of the campaign.

Please deliver Creatives via e-mail to:

werben@wetteronline.de

The following information is necessary:

- Name of the client/ advertiser
- Name of the campaign
- Volume
- Booking period
- Target URL

For special forms of advertising like advertorials, longer lead times as well as separate specifications apply that are provided by WetterOnline upon booking.

Overview of technical specifications

WetterOnline uses the Google Ad Manager as ad server.

WetterOnline accepts physical advertising material as well as redirects.

Physical advertising forms

Formats like gif, png, jpg or Html5 files, each with target link, are possible.

HTML5 advertising material

Please note that the physical HTML5 zip folders can only be used for fixed banner sizes. When creating physical HTML5 elements please adhere to the requirements made by Google Ad Manager:

<https://support.google.com/admanager/answer/7046799?hl=en>

Dynamic advertising material

For dynamic banner sizes, only a Javascript redirect as iframe tag can be used.

Redirects

- provided redirects must be SSL compatible
- a variable must be implemented in each redirect tag
- ads are served using SaveFrame by default

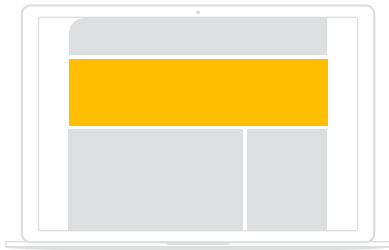
Tracking

Third party tracking pixels can be used. In order to use other tracking technologies, the advertising material must be provided as a redirect.

Any questions, please contact us at werben@wetteronline.de.

Desktop - advertising specifications

Includes all available advertising formats for placement on the desktop version of the website



Billboard

The billboard is placed in the **user's direct sight of vision, covering a large space across the entire width of the portal**. Due to its size, it is suitable for a particularly impressive advertising experience. Additionally, it provides space for HTML5 elements.

Dimensions:

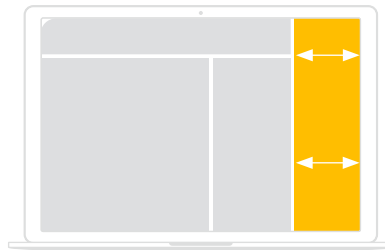
970 x 250 to 996 x 300 px

Max. file size:

250 KB

Optional:

Targeting*



Dynamic Sitebar Ad

The sidebar ad is placed **to the right of WetterOnline content** and adapts to the width of the user's screen. Due to its size, it is **very prominent and immediately visible to the users**. Even when scrolling, the sidebar ad stays in the directly visible area.

Dimensions:

160 x 600 px to 100% x 100%

Format:

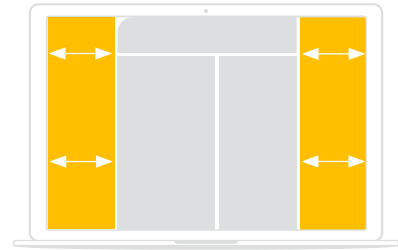
Tag with Expandable

Max. file size:

300 KB

Optional:

Targeting*



Double Dynamic Sitebar Ad

The double dynamic sidebar ad is placed left and right of WetterOnline content and adapts to the width of the user's screen. Its large format frames the content and stays visible to the user at all times, even when scrolling.

Dimensions:

Physical: 600 x 1,200 px,

Target link with max. one parameter

Is displayed on monitors with a width of 1,600 px or more

Redirect:

As responsive advertising material, with variable for click count

Max. file size:

250 KB for each ad

Optional:

Targeting*

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Desktop advertising specifications



Halfpage Ad Sticky

The halfpage ad is placed to the left or right of WetterOnline content. Its large size offers a lot of space for the advertising message.

Dimensions:

300 x 600 px

Max. file size:

200 KB

Optional:

Targeting*

Wide Skyscraper Sticky

The skyscraper or wide skyscraper is placed in the directly visible area to the right or left of the WetterOnline content and therefore always remains in the direct sight of vision of the users.

Dimensions:

160 x 600 px

Max. file size:

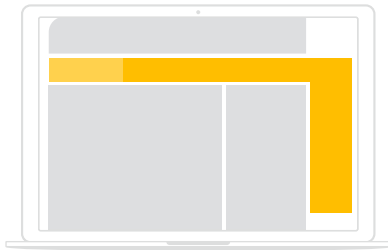
150 KB

Optional:

Targeting*

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Desktop advertising specifications



Wallpaper (combination)

The wallpaper is a **combination of the skyscraper and superbanner ad format**. It provides a lot of space and thus effectively draws attention to the advertising message.

Dimensions:

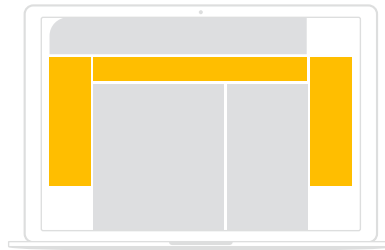
728 x 90 px and 160 x 600 px or
996 x 90 px and 160 x 600 px

Max. file size:

200 KB for each ad

Optional:

Targeting*, coloring of background



Fireplace

The fireplace ad **encloses the content from three sides**. While the superbanner welcomes users as they enter WetterOnline, the skyscrapers remain in the visible area to the right and left of WetterOnline content at all times. The **combination format** offers a lot of space for the advertisement.

Dimensions:

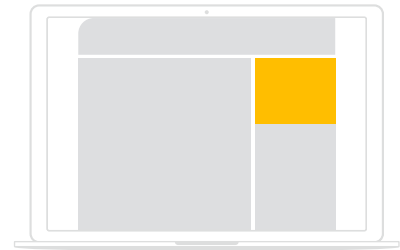
728 x 90 px or 996 x 90 px 160 x
600 px

Max. file size:

250 KB for each ad

Optional:

Targeting*



Medium Rectangle

The medium rectangle is placed **in the right marginal bar in the directly visible area**. By being close to the content, it achieves a great advertising effect.

Dimensions:

300 x 250 px

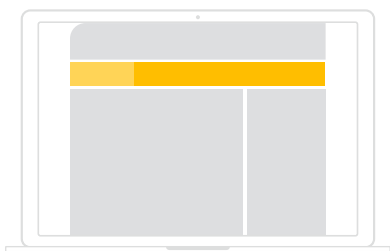
Max. file size:

150 KB

Optional:

Targeting*

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.



Superbanner

The superbanner **welcomes the user with your advertising message** when entering **WetterOnline**. Due to its exclusive position at the head of the website, it attracts a lot of attention.

Dimensions:

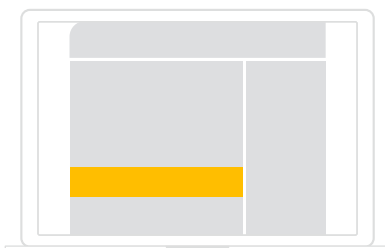
728 x 90 px to 980 x 90 px

Max. file size:

150 KB

Optional:

Targeting*, expandable ad extension



Performance Content Ad

The performance content ad is embedded in the editorial environment of the website. Due to its **central placement in the content area**, it is immediately visible to the user.

Dimensions:

640 x 90 px

Max. file size:

100 KB

Optional:

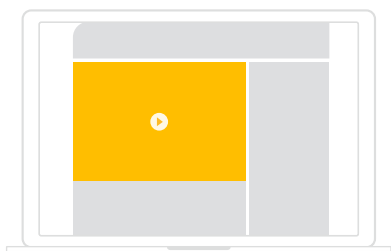
Targeting*

Optional as native ad:

Title with up to 25 characters ,
teaser with up to 80 characters,
creative in 4:3 or 16:9 format

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Desktop advertising specifications



Pre-Roll (Video)

The pre-roll is placed **above the editorial weather articles** and therefore achieves a high degree of attention.

Length:

max. 30 seconds

Video format:

16:9 or 4:3

Max. file size:

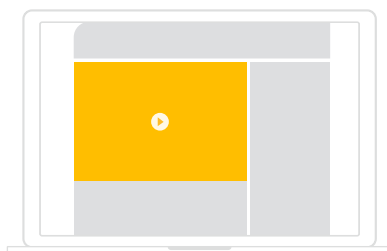
30 MB

File format:

Common video formats are supported (e.g. MP4, MOV, MPG, VAST redirect)

When provided as VAST redirect please note the following:

- the video starts on mute
- please indicate length of the video
- please add target URL
- tracking is integrated as 1:1 pixel, more tracking on website of client



Out-Stream (Video)

The out-stream video is placed **between weather forecast and weather radar**, achieving a lot of attention outside of the video environment.

Length:

max. 30 seconds

Video format:

16:9 or 4:3

Max. file size:

5 MB

File format:

Common video formats are supported (e.g. MP4, MOV, MPG, VAST redirect)

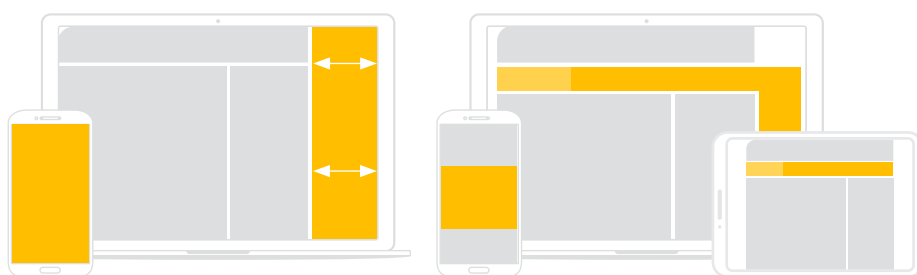
When provided as VAST redirect please note the following:

- the video starts on mute
- please indicate length of the video
- please add target URL
- tracking is integrated as 1:1 pixel, more tracking on website of client

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Cross-device specifications

Includes all available advertising formats for cross-device placement on the website and inside the app.



Weather Board

The weather board combines the weather condition at the user's location with the weather condition of another location. The delivery takes place exclusively as a physical advertising medium.

Dimensions:

Sitebar Web: 600 x 1200 px

Weather info below the creative

Mobile interstitial: 320 x 480 px

Weather info on the right of the creative.

Please consider that a space of 78 x 100 px will be covered.

Max. file size:

250 KB

Further details:

location of reference, weather targeting class, GEO-targeting,

WetterOnline needs all information ten working days before the start of the campaign.

Ad Bundle (combination)

The formats skyscraper or wide skyscraper, medium rectangle, and superbanner or Leaderboard can be booked as a bundle.

The combined format achieves maximum attention for your advertising message.

Dimensions:

728 x 90 px, 300 x 250 px and 160 x 600 px

Max. file size:

150 KB each

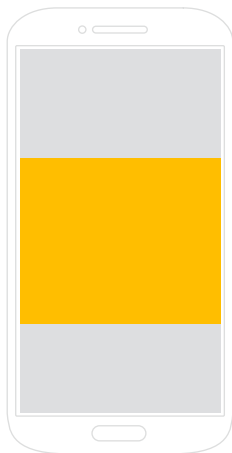
Optional:

Targeting*, expandable ad extension

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Mobile advertising specifications

Includes all available advertising formats for placement on the mobile website and inside the app



Mobile Medium Rectangle

The mobile medium rectangle is embedded in the editorial content and is therefore **placed in the user's immediate reading path**. This ensures a **high advertising effect**.

Dimensions:

300 x 250 px und 600 x 500 px

Max. file size:

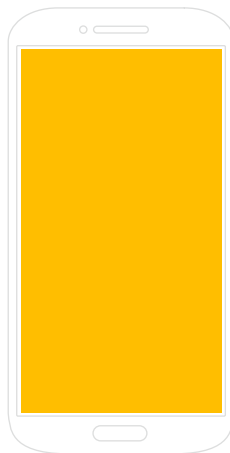
150 KB

Optional:

Targeting*

Use:

MEW and app



Mobile Interstitial

The mobile interstitial is a **full-screen advertisement format** and extends across the entire display of the device. It is, for instance, placed between weather forecasts and therefore **receives the users' full attention**.

Dimensions:

320 x 480 px and 768 x 1024 px

Max. file size:

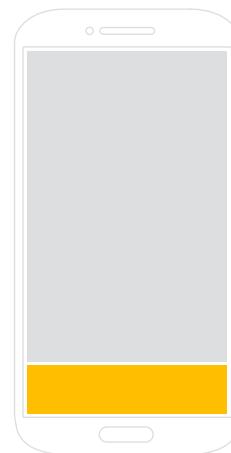
300 KB

Optional:

Targeting*

Use:

App



Sticky Footer

The Sticky Footer Ad is located at the bottom of the user device's screen. Due to its **fixed position** within the weather radar, the ad **remains visible** to the user at all times, even when scrolling.

Dimensions:

300 x 50 px or 320 x 50 px

Max. file size:

50 KB

Optional:

Targeting*

Use:

MEW and app

*Targeting possibilities: weather targeting (see following pages), keyword targeting, contextual keyword targeting, time targeting and geotargeting.

Weather Targeting

Condition	Description
Temperature in °C	Any temperature can be selected
Sun	The sun shines all day
Rain	There is precipitation during the day.
Snow	There is snow during the day.
Wind	It is windy during the day.
Storm	It is stormy during the day.
Thunderstorms	There will be thunderstorms during the day.
Low temperatures	Not warmer than 5°C (winter), 10°C (spring, fall), 15°C (summer)
High temperatures	It will be warmer than 20°C/ It will be warmer than 25°.
Spring day	Maximum temperature of the day higher than 15°C.
Summer day	Maximum temperature of the day higher than 23°C and there is sunshine.
Fall day	Maximum temperature of the day lower than 15°C and the minimum temperature of the night lower than 10° C
Winter day	Maximum temperature of the day lower than 10°C and the minimum temperature of the night under 0° C
Bad weather	The day is chilly and rainy/stormy, amount of rain is greater than 10 mm
Severe weather	Threat of hail, storm and heavy rain during the day
Pollen count	Pollen flies during the day. (Pollen count with 14 different pollen types)
Bathing weather	Temperatures above 20° C an there is no rain
BBQ weather	Mild air in the afternoon, it is dry in the evening and there is no wind

More targetings and segments are available on request.

Any questions, please do not hesitate to contact us by email to werben@wetteronline.de.