

ADVERTISING SPECIFICATIONS



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.

The provision will be made by email 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.

Technical specifications at a glance

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 a JavaScript redirect must be used.

Redirect

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

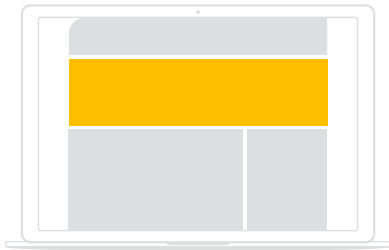
Tracking

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

Include 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 until 996 x 300 px

Max. file size:

250 KB

Optional:

Targeting*



Weather board

The weather board combines the weather condition at the user's location with the one at 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 a space of 65 x 140 px

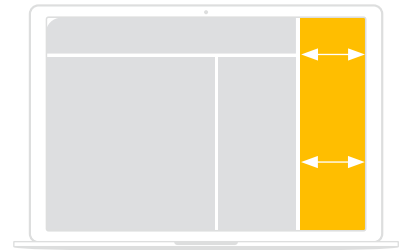
Max. file size:

250 KB

Further details:

destination(s), weather targeting class, geotargeting, layout WETyG

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



Dynamic Sitebar Ad

The sitebar 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 sitebar ad stays in the directly visible area.

Dimensions:

Physical: 600 x 1,200 px,
Target link with one parameter at maximum.

Redirect:

As responsive advertising material, with variable for click count

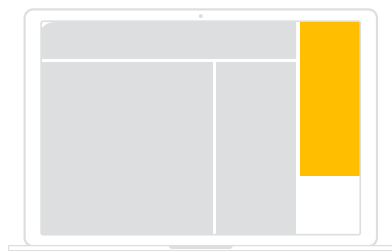
Max. file size:

250 KB

Optional:

Targeting*

Desktop advertising specifications



Halfpage Ad Sticky

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

Dimensions:

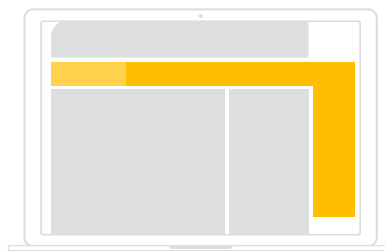
300 x 600 px

Max. file size:

150 KB

Optional:

Targeting*



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:

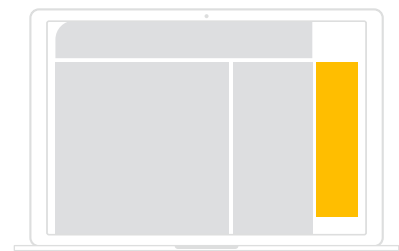
728 x 90 px and 160 x 600 px or
996 x 90 px and 160 x 600 px

Max. file size:

300 KB (all together)

Optional:

Targeting*, coloring of background



Wide Skyscraper Sticky

The skyscraper or wide skyscraper is placed in the directly visible area to the right 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:

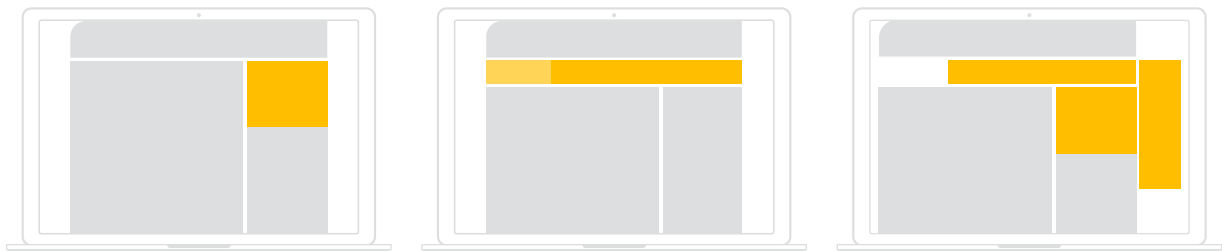
150 KB

Optional:

Targeting*

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

Desktop advertising specifications



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*

Superbanner

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

Dimensions:

728 x 90 px bis 80 x 90 px

Max. file size:

150 KB

Optional:

Targeting*, expandable ad extension

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

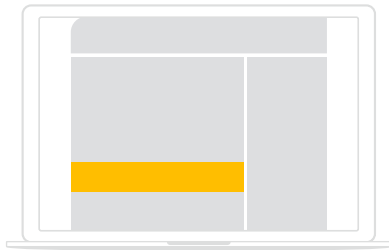
Max. file size:

each 150 KB

Optional:

Targeting*, expandable ad extension

Desktop advertising specifications



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:

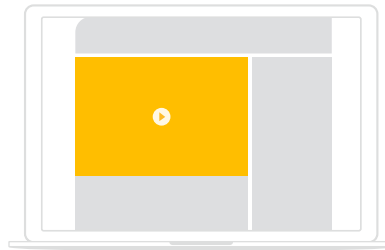
100 KB

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



Pre-Roll (video)

The Pre-Roll is placed **before 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:

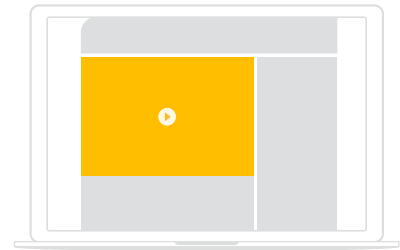
30 MB

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



OutStream (video)

The OutStream video is placed **between weather forecast and weather radar**, achieving a lot of attention outside of a video environment.

Length:

max. 30 seconds

Video format:

16:9

Max. file size:

5MB

File format:

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

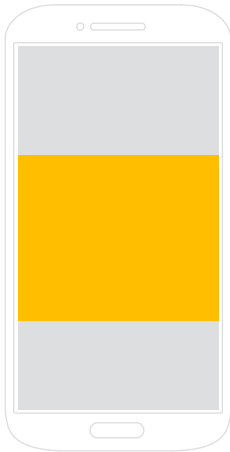
When provided as VAST redirect please note the following:

- 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, geotargeting

Mobile advertising specifications

Include all available advertising formats for placement on the mobile website and in-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 and 600 x 500 px

Max. file size:

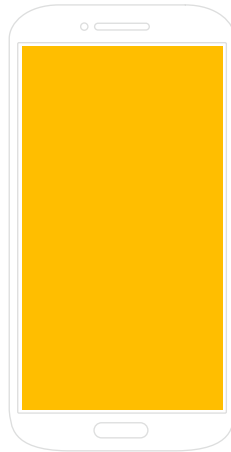
150 KB

Optional:

Targeting*

Use:

MEW und 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

Max. file size:

300 KB

Optional:

Targeting*

Use:

App

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

Weather Targetings

Condition	Description
Temperature in °C	Any temperature can be selected
Sun	The sun shines all day
Rain	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°C, ...
Spring day	Maximum temperature of the day higher than 15°C
Summer day	Maximum temperature of the day higher than 23°C, sunshine
Fall day	Maximum temperature of the day lower than 15°C, Minimum temperature of the night lower than 10° C
Winter day	Maximum temperature of the day lower than 10°C, Minimum temperature of the night under 0° C
Cold day	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 count throughout the day with more than 14 different pollen types
Bathing weather	Temperatures above 20° C, no rain
BBQ weather	Mild air in the afternoon, dry in the evening and 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.