



wetteronline

Online Advertising Prices 2025

Display Ads, Motion Pictures & Native Advertorials; General Interest Roadblock; Additional Services & Targeting

Prices Display Ads, Motion Pictures, Native Advertorial

	Formats	List price
Weather board	600x1200px, 320x480px	22 EUR CPM
Ad Bundle (single or combined format)	728x90px, 300x250px and 160x600px	10 EUR CPM
Dynamic Sitebar Ad	600x1200px	20 EUR CPM
Double Dynamic Sitebar Ad	600x1200px + 600x1200px	22 EUR CPM
Wallpaper with background colouring	728x90px + 160x600px 960x250px + 300x600	20 EUR CPM
Fireplace	300x600px + 300x600px + 996x250px	28 EUR CPM
Mobile Interstitial	320x480px and 768x1024px	22 EUR CPM
Half Page Ad Sticky	300x600px	15 EUR CPM
Billboard	960x250px to 996x250px	15 EUR CPM
Video Pre-Roll	15 to 30 seconds	36 EUR CPM
Video Outstream	15 to 30 seconds	16 EUR CPM
Native Advertorial / Brand Story / Travel Story		1 EUR cost-per-read



Prices General Interest Roadblock

	Application	Formats	Daily reach	List price
General Interest Roadblock	App	Mobile MREC	10 – 14M PI	upon request
General Interest Roadblock	App	Mobile Interstitial	~ 2M PI	upon request
General Interest Roadblock	Web	AdBundle, Billboard, Dynamic Sitebar Ad, HPA, Wallpaper	~ 2M PI	upon request
General Interest Roadblock	Cross-Device	customised	12 – 16M PI	upon request



Additional Services & Targetings

	List price
Creation of Content for Advertorials.	inclusive
Creation of Advertising Materials	upon request
Technical Targetings such as GEO, Time, Capping, Device, connection	free of charge
Technical Targeting such as Audience, Environment, Weather, Keyword	+ 3 EUR CPM
Social Media Contest	upon request
Whatsapp Promotion	upon request



Weather Targetings

Conditions		Classes	
Temperature in °C	According to any temperature	Spring day	Maximum temperature of the day higher than 15°C
Sun	The sun shines all day	Summer day	Maximum temperature of the day higher than 23°C, sunshine
Rain	Precipitation during the day	Fall day	Maximum temperature of the day lower than 15°C, Minimum temperature of the night lower than 10° C
Snow	Snow during the day	Winter day	Maximum temperature of the day lower than 10°C, Minimum temperature of the night under 0° C
Wind	Windy during the day	Bad weather	The day is chilly and rainy/stormy, amount of rain is greater than 10 mm
Storm	Stormy during the day	Severe weather	Danger of hail, storm and heavy rain during the day
Thunderstorms	Thunderstorms during the day	Pollen count	Pollen count throughout the day with more than 14 different pollen types
Low temperatures	Not warmer than 5°C (winter), 10°C (spring, fall), 15°C (summer)	Bathing weather	Temperatures above 20° C, no rain
High temperatures	It will be warmer than 20°C, It will be warmer than 25°C, ...	BBQ weather	Mild air in the afternoon, dry in the evening and no wind



Want to learn more? Contact us at any time!



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